ELECTRICAL WHOLESALING

THE MAGAZINE FOR WHOLESALE ELECTRICAL DISTRIBUTORS AND THEIR SALESMEN

Trade Practice Rules Supersede Codes

Meeting Chain Competition

Inspectors Turn Salesmen

Selling School Lighting

An All-Electric Warehouse

Selective Distribution

JULY 1935

Fuse Chart—FREE

A handy guide to selection of proper size fuses at a glance, for the adequate protection of motors. Ask for Fuse Chart No. 19.

The secret of Jefferson Super-Lag performance is in the lag plate on the Super-Lag link. This plate delays the normal fuse action, provides a time interval or lag by absorbing temporary heat rise. This time-lag prevents the fuse from blowing on harmless temporary overloads—saves needless STOPPED Time and link replacements.

The high cost of STOPPED motors is a sales opportunity for you. Show customers how they can eliminate needless stops which disrupt schedules, stop men, throw production out of step by using fuses which protect TIME along with the motors.

Jefferson Super-Lag Renewable Fuses do not stop motors needlessly. They do not blow the moment current rises—do not blow if the overload is only momentary. But they operate positively before the actual danger time is reached. It is this "wait" which eliminates needless STOPPED TIME—which protects TIME along with motors.

Sell protection against needless stops as well as against motor burnouts by pushing Jefferson Super-Lag Fuses. Made in all capacities, knife-blade and ferrule types.

JEFFERSON ELECTRIC COMPANY
Bellwood (Suburb of Chicago) Illinois
Canadian Factory: 535 College St., Toronto

JEFFERSON
Super-Lag RENEWABLE FUSES

©CIB 266980
JUL 11 1935

ELECTRICAL WHOLESALING

Established in 1920 as
THE JOBBER'S SALESMAN

THE MAGAZINE FOR WHOLESALE ELECTRICAL DISTRIBUTORS AND THEIR SALESMEN

E. T. ROWLAND
Editor

J. PEARSON GOULD
Assistant Editor

A. B. CONKLIN, JR.
Western Field Editor

HOWARD EHRLICH
President

GLENN SUTTON
Manager

Next Month
57 Sales Ideas
•
September
NEWA Convention
Number
•
October
Report-of-Convention
Number

Published Monthly by
The Electrical Trade Publishing Co.,
330 West 42d Street, New York
520 North Michigan Ave., Chicago
501 Guardian Building, Cleveland

Member Associated Business Papers and Audit Bureau of Circulations. Also Publishers of Mill Supplies and Electrical Contracting. Subscription: U. S. $1; Canada, $2, including duty. All other countries, $1.50 per year. Single copies 25 cents. Entered as second class matter February 19, 1935, at the post office at New York, N. Y., under the Act of March 3, 1879. Copyright 1935—Electrical Trade Publishing Co.

CONTENTS FOR JULY 1935

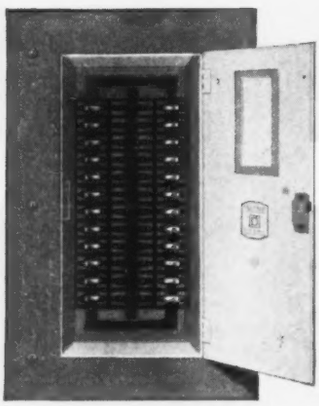
Volume XVI Number 7

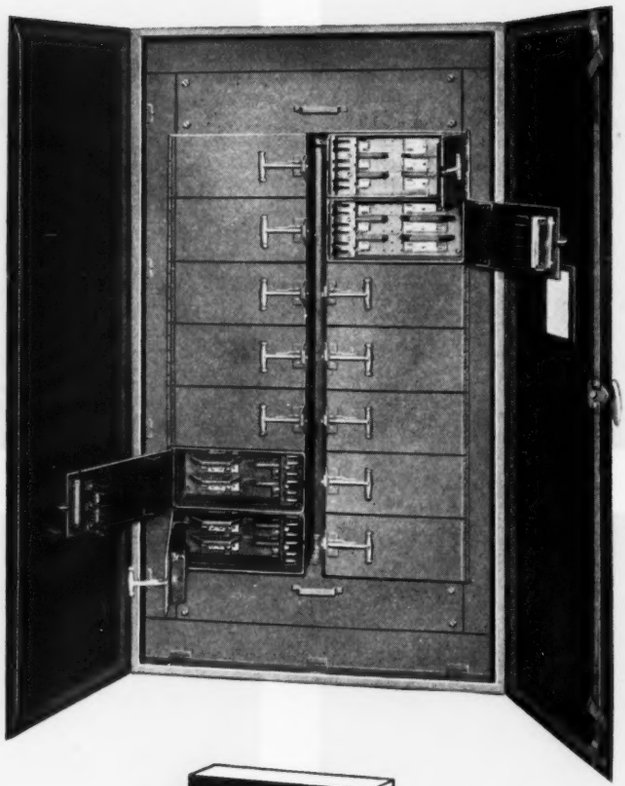
Business Carries the Ball—An Editorial 3
Trade Practice Rules Revived 5
Code Standards Are Maintained 6
The Wholesaler Is "On the Spot" 7
By George C. Richards
School Boards Sell Themselves With Trial Installations 8
By Walter Sturrock
An All-Electric Warehouse 10
Meeting Chain Competition 11
By J. L. Palmer
The Case for Selective Distribution 12
By John H. Frederick
Men You Should Know—B. T. Hare 14
The Editor's Page 19
Practical Warehouse Methods—4. Storage Bins 20
Inspectors Turn Salesmen 21
By James A. Smith

Trade Associations 30
Wholesaler Activities 32
Manufacturers' News 34
What's New 40-43
Index to Advertisers 48

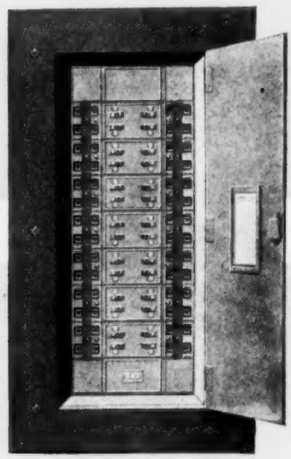
LOOK TO SQUARE D FOR POWER AND LIGHTING PANELBOARDS!

Square D Saflex Panels (center) are excellent in design and appearance. They are designed for both power and light distribution.





Square D Circuit Breaker Panels (extreme left) and Square D Fuse Lighting Panels (below) are also noted for their fine design, appearance and construction.



■ Long and favorably known as the original and largest manufacturers of safety switches, the Square D Company also enjoys an enviable reputation in the field for the manufacture of power and lighting distribution panels.

The three panelboards illustrated herewith are typical of the Square D line.

The Saflex panel, illustrated in the center, is conspicuous for its fine appearance and the excellence of its design. It is designed for both power and lighting distribution, is rated in horsepower, has exceptional overload rupturing capacity and may be used as a motor circuit switch.

The Fuse Lighting Panel, illustrated at the right, is also intended for both power and lighting as the switches are rated at full 30 amperes and can be safely used for small motors. Its appearance and design are also worthy of your consideration. It is designed for 30 ampere circuits.

The Circuit Breaker Panel, illustrated at the left, is a power and lighting panel. It is well designed and, like the Saflex panel, is interchangeable so that circuits of different sizes may be used in capacities from 15 to 50 amperes.

These three panelboards are representative of the entire Square D line and when used with SQUARE-Duct provide a power and lighting distribution system of great flexibility, high efficiency, long life and moderate installation cost.

There is a demand for these panelboards among your industrial trade. Talk with your contractor customers regarding them.

CALL IN A SQUARE D MAN

SQUARE D COMPANY

DETROIT MICHIGAN U.S.A. MILWAUKEE WISCONSIN

SQUARE D COMPANY, INC., LOS ANGELES, CALIFORNIA

SQUARE D COMPANY CANADA LTD. TORONTO, ONTARIO

CALL IN A SQUARE D MAN

Business Carries The Ball

THE Blue Eagle is dead, slaughtered by the Supreme Court. Manufacturers are jubilant, while wholesalers and independent retailers mourn. NRA was both an experiment and an experience. As an experiment, it was a failure. Its objectives were worthy, its methods faulty. As an experience, however, it was distinctly beneficial. It gave to thousands of business men a new conception of the relationship between business and the public welfare. It brought competitors together and taught them the value of cooperative effort. Trade associations gained experience in eliminating unfair trade practices and avoiding destructive competition. As a result, they are better equipped today to promote voluntary cooperation and self government in their respective industries.

Electrical wholesalers are especially fortunate. They are well organized. Although without a code, they have their rules of fair trade practice, which have been approved by the Federal Trade Commission. These rules will be administered by the district commissions set up under the codes, so there should be no delay in making them effective. While it must be admitted that these rules, as re-written by the Commission, lack strong teeth, they do provide a standard for the industry and they permit the trade to set up an administrative organization which can do much to promote voluntary cooperation.

THE Administration has not abandoned its New Deal objectives. Business must demonstrate its ability to adhere to reasonable standards of hours and wages, and to refrain from destructive competition. If it fails, the President can be expected to charge it with incompetency and to demand a constitutional amendment permitting direct control over all concerns engaged in industry and commerce.

Already a "fact-finding" organization has been set up under a skeletonized NRA, which will constantly scrutinize business practices. It will probably develop into a propaganda bureau attempting to prove that industry is incapable of self-government. Another check on business will be the requirement that all firms selling to the federal government, or to states or municipalities spending federal money, shall maintain maximum wage and minimum hour standards. The Walsh bill, introduced in Congress last month, provides the President with sweeping powers along these lines.

WHAT is clearly needed is legislation which will allow business to go ahead under voluntary, clear-cut codes, retaining the constructive features of the Recovery Act and prohibiting the coercive methods condemned by the Supreme Court. But the Administration apparently has no desire to sponsor such a bill.

The Supreme Court decision has taken the ball away from Washington and given it to business. The Administration is not trying, at the moment, to get the ball back. It prefers to sit by and watch very carefully how business plays the game. It will record every error, hoping that business will muff the ball and show itself incapable of self government, thus providing the Administration with evidence that can be fed to the voters to prove that only by Federal control can business be operated for the benefit of the public.

This situation provides business with both a challenge and a responsibility. Individually, employers should adopt a policy of not dropping persons from their payrolls, a policy as to hours that will not reduce employment, a policy as to wages that will not diminish the pay envelope, and a policy of refraining from all unfair practices, especially chiseling. Collectively, they should build up their trade associations, both local and national, as effective bodies for the self government of their industries.

E. T. Rowland

EDITOR

ARROW *Timed to the Need!*

ELECTRIC Clock Hanger Outlet

DOUBLE SERVICE DEVICE
Mechanical support
For the clock, and
electrical connection

Plug Cap goes Flush with plate

in the office

in the kitchen

in schools

in the living room

This device gets rid of unsightly cord connections running from clocks to the nearest receptacles. At the same time it gives firm support to the clock . . . Receptacle part is recessed, so plug cap is sunk flush with wall. This allows clock to hang flat over the outlet with wire connection and receptacle wholly concealed. . . Fast-growing popularity of electric clocks makes this hanger TIMELY — from now on *NECESSARY* in wiring new buildings or modernizing the old. Sell it for offices, all modern residences, schools, hospitals and institutions favoring electric time.

ARROW ELECTRIC DIVISION
THE ARROW-HART & HEGEMAN ELECTRIC CO. HARTFORD. CONN.

ELECTRICAL WHOLESALING

FOR JULY, 1935

Trade Practice Rules Revived

With codes outlawed, NEWA turns to trade practice rules approved by Federal Trade Commission in 1932. Code authority and district commissions assume new duties

INSTEAD of being out of a job, members of the electrical wholesaling code authority and of the 41 district code commissions now have a new one. They are to enforce the trade practice rules for the electrical wholesaling industry, as approved by the Federal Trade Commission in 1932, which again become the official rules of conduct for the trade.

Members of the National Electrical Wholesalers Association were advised of the change by Managing Director Tolles on June 7. His letter stated:

"While it is true that the Blue Eagle has taken flight, members of this industry should not overlook the fact that we had and still have a code of practices duly approved by the Federal Trade Commission about two and a half years ago.

"This code was drafted after securing the views of members of the trade throughout the country, and was approved at a hearing held by the Federal Trade Commission at Cincinnati in 1931.

"In the interim we have had a new code which is now outlawed, but we can fall back on our previous fair practice rules and they still comprise the official provisions for fairly conducting the business of electrical wholesale distribution.

"Pending a meeting of the industry in Chicago in September, it is recommended that the men who constituted the code authority as established under NRA now become the permanent committee on trade practices for this industry, and that the code commissioners in the 41 districts as now constituted be continued as industry commissioners to administer the trade practice rules.

"Practically every electrical wholesaler entitled to be so called has signed an agreement to abide by these rules, and that agreement is on file today with the Federal Trade Commission. Every electrical wholesaler, however, whether he has signed a specific agreement to abide by the rules is bound by them.

"The Federal Trade Commission in cooperation with our industry's organization is prepared to enforce these rules, and all of the temporary industry commissioners are being advised as to the method of procedure.

"When these rules were adopted it was understood that experience might indicate the necessity for amendment, deletion or addition. Suggestions of new rules that would benefit the industry will be welcome.

"It is suggested that you carefully review these rules for trade practices and then get together locally and reaffirm your intention to put them into effect and make them mean exactly what they say.

"If the trade practice rules are taken seriously and every electrical wholesaler will get behind them, I am sure they will go a long way toward keeping the business of distributing electrical supplies and appliances on a sound and ethical basis."

Chairmen of district commissions have been instructed on the procedure to be followed in administering the trade practice rules. Local meetings of members of the trade have already been held in many districts. At these meetings the district commissioners have explained that electrical wholesalers still have an official plan for enforcing fair trade practices which every member of the industry is called upon to support.

Code Standards Are Maintained

Trade continues to abide by wage and hour provisions. Most territories report no increase in chiseling. Manufacturers urged to cooperate in supporting local markets.

THAT electrical wholesalers intend to carry on as before, and to substitute voluntary cooperation for regimentation, is indicated by the following reports received from men who are closely in touch with trade conditions in important trade areas.

New Interest In Associations

"The code authority and the code commissions have completed their official existence. The code and compliance with its provisions are things of the past. All of the costs of administration have been met, and there will remain a surplus which will probably be returned to the members of the trade pro rata.

"In many industries letters have been sent urging that wage and hour provisions be maintained and code practices followed. In our industry the records show that NRA had little effect in increasing employment. Investigation disclosed that higher wages on the average were paid by electrical wholesalers than in any other wholesale trade that was surveyed. In specific cases the wage and hour provisions did affect certain of our members, but, in general, the labor provisions were acceptable and created no hardship.

"As to the value of trade practices, there were wide differences of opinion expressed from different parts of the country. In some districts they were found to be of direct benefit; in others they were considered worthless. In those territories where benefits were derived through following code provisions, it would seem the part of wisdom to continue such practices as may properly be followed and are generally accepted.

"With the passing of this experiment in regimentation there is awakened a new interest in voluntary associations, and the officers of NEWA intend to actively renew their efforts in behalf of the membership."

E. DONALD TOLLES,
Managing Director, National Electrical Wholesalers Association.

Manufacturers Must Cooperate

It is the general consensus of opinion of all members of both Rocky Mountain Distributors Association, and the Denver Electrical Wholesalers Association, that NRA was helpful to most of us in many respects. There were, of course, disagreeable features, but, generally speaking, all members of both associations are sorry to see its passing.

All members are making no change at the present either regarding working hours or wages.

Very little "chiseling" has occurred since the Supreme Court's ruling on NRA, and, candidly speaking, what little "chiseling" there is now was prevalent before the death of NRA.

It is the hope of the electrical wholesalers that manufacturers will maintain their present standards and not start cutting prices, which would only cause a chaotic condition. It is the intention, furthermore, of the local wholesalers to follow any policy within the law that will continue to stabilize prices in this district.

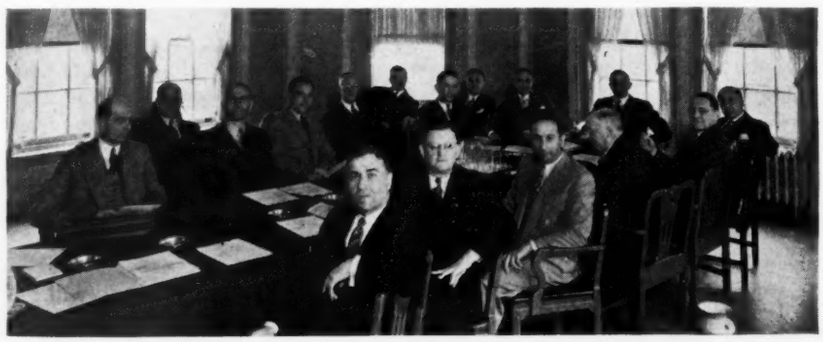
V. N. GARRETSON, *Secretary, Denver Electrical Wholesalers Association.*

No Effect On a Sane Industry

There is little use in cheering or bemoaning the demise of NRA. It is gone and we can only consider the probable effects and what to do about it.

So far as our own wholesaling code is concerned its loss should have little or no effect on a sane industry. There was nothing in it to relax the Sherman and Clayton Acts except perhaps the cash discount clause and no reason exists to prevent the carrying out of the code provisions, most of which

(Continued on page 22)



✦ NEWA's Executive Committee in session at Atlantic City. Seated around the table, from the left, are: Judge D. T. Ackerly, counsel; R. J. Brown, General Electric Supply Corp.; H. J. Baitinger, New York City; D. L. Fife, Detroit; Walter Williamson, Westinghouse Electric Supply Co.; C. Hax McCullough, Pittsburgh; Karr Parker, Buffalo; Alfred Byers, NEWA; E. Donald Tolles, managing director; F. R. Eiseman, Chicago, *chairman*; H. O. Smith, Akron; W. J. Drury, Graybar Electric Co.; Philip Cass, Philadelphia; Sam Rosenthal, Chicago; W. L. Perry, Columbia, S. C., and W. J. Kranzer, New York City.

The Wholesaler is "On The Spot"

Direct-selling manufacturers, no longer bound by their code, are now free to retaliate whenever a wholesaler fails to follow suggested resale schedules

By GEORGE C. RICHARDS

DURING the past two years much has been accomplished in providing the wholesaler with a more adequate profit on his basic supply lines, such as wire, armored conductor and conduit. Today there is grave danger that the manufacturer, in self-protection, will be compelled to make alterations in his resale schedules which may materially reduce the wholesaler's spread. Only the ability of the wholesaler to abstain from chiseling will prevent such action.

These are strong statements and call for explanation. A review of developments in the wire field, with which I am most familiar, should make clear the critical position which the wholesaler occupies in the market for electrical supplies of all kinds.

Nearly two years ago, 18 out of a possible 21 manufacturers of rubber covered wire obtained permission to use the Safecote medallion trade-mark on their products. This trade-mark carries with it the obligation, on the part of the manufacturer, to produce wires and cables of uniform quality in accordance with published performance specifications. This group of manufacturers recognized the fact that the wholesaler should have a better profit if he was to be fairly and adequately compensated for the service which he rendered in distributing their products. Six months were spent in developing a national price sheet which met conditions in the majority of marketing areas, and which provided the wholesaler with a better profit than he had ever before enjoyed on these commodities.

At the outset the new schedules met with enthusiastic support from both wholesalers and contractors. These prices were filed with the code authority for the electrical manufacturing industry and those manufacturers who sold direct were compelled by law to adhere to them. They could not undersell the wholesaler. Brought together under NRA the direct-selling manufacturers were convinced of the necessity for providing a differential for the wholesaler. Many of them, for the first time, became convinced of the advantages of selling through wholesalers and set out to build for themselves wholesaler distribution. As a result the wholesaler was placed in a stronger position than he had ever before occupied.

Within the past year, however, a most critical situation has developed, one which has been intensified by the collapse of NRA. In *some* territories many wholesalers have been giving away as much as half of the profits which the manufacturers provided for them, profits which supposedly are needed for the successful operation of a wholesaling establishment. In so doing they have been underselling those manufacturers who go direct to the industrial and contractor trade.

This shortsighted policy on the part of these wholesalers has developed to the point where the manufacturers must take some definite action.

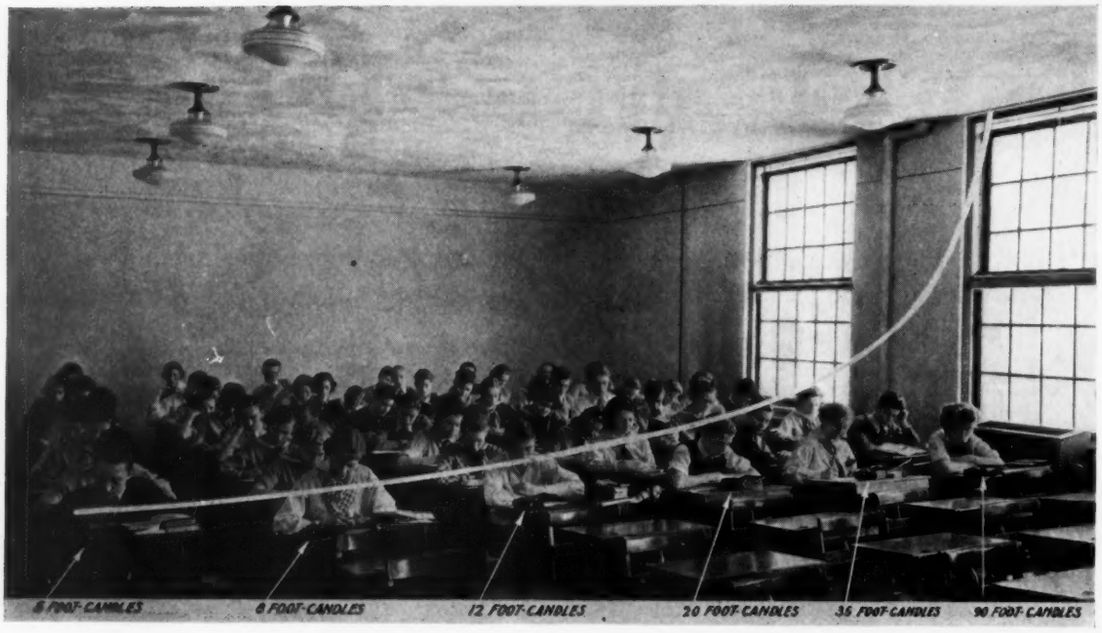
GEORGE C. RICHARDS

The time has come when the manufacturers must reach a decision. Should they recognize this wholesaler competition, where it exists, thereby establishing a new and lower national market? Such action appears to be a foregone conclusion, *unless* those manufacturers who sell through wholesalers can secure the support of their distributors in adhering to their published price sheets, and can convince their direct-selling competitors that the existing situation will be corrected.

A great many manufacturers who, in the past, had not seen fit to distribute through wholesale channels, but who preferred to sell direct, during the past two years have tried out a wholesaler policy. They have learned from their distributors where business can be secured, locally, and, in many cases, the wholesalers have insisted that the manufacturers set up local stocks. Consequently, if these manufacturers decide to go back to direct selling, the wholesaler will find their competition far more severe than in the past.

This situation can be met legally only through the voluntary cooperation of the entire electrical wholesaling trade. The better wholesalers will immediately recognize and accept this responsibility. Through their local groups, which are close to market conditions in their immediate trading areas, they can quickly detect the chiseler. And there is no law against explaining to the chiseler the serious consequences of his actions.

THE wholesaler is very definitely "on the spot." The restrictions imposed upon the manufacturer by NRA no longer exist. He now has a free hand. The prices which were filed under the codes are proof that constructive manufacturers exerted their influence to provide a fair profit for the wholesaler. It is now up to the wholesaler, with the support of the constructive manufacturer, to maintain this profit. Otherwise the old dog-eat-dog type of competition will return.



This test, made at noon, shows the inadequacy of daylight in a typical classroom

School Boards Sell Themselves With Trial Installations

A single room, adequately lighted during the summer months, may bring an order for re-fixturing the entire school building before the opening of the Fall term

By WALTER STURROCK
Engineering Dept., General Electric Co., Nela Park, Cleveland, Ohio

SCHOOL boards all over the country are continually on the lookout for media that will improve their educational system. They try new teaching methods and adopt some of them. They test and install new equipment. They are readily responsive to anyone who has a new suggestion on routine or equipment to offer which is practical and will be of measureable benefit.

The electrical wholesaler has an effective story to tell the school board. These individuals have been exposed to "Better Light—Better Sight," but I wonder if they have really applied this new philosophy to the problem of child education. If they haven't, and from conversations with school executives I believe that they haven't, then the wholesaler, among others, should take immediate steps to contact our educators and discuss with them the relationship between lighting and educational costs.

Some months ago I talked with one of the country's well-known educators. Our conversation naturally had to do with artificial lighting and its relationship to student welfare and advancement. I hoped to be able to offer this man some new thoughts on the subject of light and vision, and in turn to obtain from him some reactions which I could relay to those engaged in the sale of better lighting. Well I got one, and it's a real idea. Perhaps, however, before passing it along, you will be interested in some of the discussion preceding the popping of this million-dollar idea.

I don't know whether there is any best way of approaching a school executive on the subject of better lighting, but I do know that he is immediately responsive to any one of several approaches, as follows: How prevalent is defective vision among school children? Is good lighting insurance against eyestrain and will it check increases in eye defects? Does artificial lighting supplement natural lighting? We discussed all of these subjects, and I wound up my brief for lighting with the statement that a good system of artificial lighting facilitates seeing, is constant in quality, unvarying in its effect on the eye, favors no classroom location, and gives equal advantage to the student regardless of seat location.

Then came the invariable reply and with it the idea. "Well, Mr. Sturrock," said my listener, "you have told me some very interesting facts about school lighting. Facts I never knew before. What you haven't told me, however, is the thing I am most anxious to know. How can we finance a modern system of artificial lighting. You are aware we haven't any money to re-light our schools. Why, we can scarcely pay our teachers' salaries."

Well, I didn't know the answer to that question, so I

asked him one. "Could you afford to install good lighting in one of the many classrooms comprising your system?" His reply in the affirmative convinced me that we should approach the school board, not with the idea of selling a complete school lighting job, but rather with a view to having them put in a trial lighting installation. The educator is continually trying out new equipment calculated to improve the health, comfort and attention of the child. Why shouldn't he experiment with lighting?

The trial installation idea is not new in principle, but it is new in application. It works in the industrial field, and it will work in the educational field.

My belief that trial installations will result in the eventual installation of scientifically adequate amounts of illumination for the various tasks common to our student group is substantiated by the following examples: About a year ago the city of East Cleveland, Ohio, realizing the importance of better lighting in their special sight-saving classes, installed a lighting system which provided 40 foot-candles of daylight-quality illumination. There was no attempt made to get tangible evidence that such lighting paid. However, a year after the installation was put in, the school authorities of this Ohio city were so thoroughly sold on the value of good lighting for poor vision that, when it came to equipping their recently installed "hard of hearing" classrooms, their first thought was of the lighting. The children in these rooms are subnormal in their hearing. They receive their training by lip-reading and, needless to say, the 30 foot-candles provided by the recently installed system of indirect lighting aid the pupils in "hearing" with their eyes and "reading," more easily, the lips of their teachers.

THE Tuscumbia test, conducted over a three-year period, pleads an effective case for lighting. This investigation brought out the previously unproved fact that good school lighting justified itself when appraised on a dollar and cents basis. In this instance, lighting paid for itself six times over when its actual cost was measured against the actual cost of instructing repeaters.

Nor are we entirely dependent on the Tuscumbia test to prove a brief for good school lighting. We have a new one. This time our information comes from an eastern school located in Mt. Lebanon, Pa., but the findings are substantially the same as those of Tuscumbia. The results of this test, which were reported on page 6 of the December issue of ELECTRICAL WHOLESALING, show a 28 per cent improvement in pupils occupying the well-lighted room over those in the poorly-lighted room.

These two experiments clearly indicate the part that adequate school lighting plays in the realm of student welfare and advancement. They establish the relationship between good lighting and scholarship and offer economic justification for the installation of adequate lighting in every school.

School lighting is really not in as dormant a state as we may think. Even in these times there is considerable activity in this field, particularly in the lighting of sight-saving classrooms. These classes, about 400 in number, were instituted in recognition of the fact that more than 5,000 public school children are half blind. These children are segregated and the classrooms in which they work equipped with better seeing facilities, both in the task itself and the lighting.

Several of these classrooms in Cleveland have been lighted during the past two years. Mansfield, Ohio, completed an installation last year, and Youngstown has just finished one. Then, too, I have just heard of several 25 foot-candle installations in Washington, D. C., the Roosevelt High School being one example.

FROM the foregoing illustrations one can conclude that there is a very definite trend toward the adoption of three, four, or five times the level of illumination which in the past has been found as average in our class and study rooms. In those places where experience has been obtained with the higher levels of illumination, there appears to be recognition of the fact that they are a contributing factor toward better seeing conditions for the children. But this recognition does not mean that complete changes from inadequate systems can be made immediately. Under the present financial condition of many school districts, the additional cost cannot be justified. On the other hand, adequate lighting with all its benefits to seeing is decidedly desirable and every school district should give it careful consideration for adoption as soon as its financial condition permits. In the meantime, trial lighting installations could be made at very little cost, and they would serve to familiarize local school officials with the advantages of good lighting.

In the larger metropolitan school districts where a hundred or more school buildings are occupied, a trial installation could be made throughout an entire building. All the class and study rooms, manual training, drafting, sewing, and other rooms would be illuminated according to the visual tasks involved. In smaller districts the trial installation might consist of one room for each of three or four different visual tasks, and even in the small communities, the school officials would gain experience, if a trial lighting system were installed in just one of their classrooms. A sight meter demonstration conducted in this room should prove effective in educating the educators that adequate lighting is essential.

Boards of Education in all sections of the country are always searching for improvements in their educational system. Better buildings, better equipment and better teaching facilities in general are all desired. Shouldn't better lighting also be put in the foreground? The proposal of trial installations is suggested to help answer this question while we are marking time under the present recognized financial circumstances.

Childrens' eyes need plenty of light

Exterior view showing loading platforms and parking space

Display room and salesmen's desks on the second floor

An All-Electric Warehouse

A chute from the third floor facilitates rapid service to the shipping department below

Shipping quarters are connected by chute and loud speaker system with rest of warehouse

Graybar's new district headquarters in Los Angeles, a modern three-story building, is probably the first electrical warehouse to be heated by electricity

IN addition to its many facilities for the rapid and efficient handling of customers and their orders, this new warehouse of the Graybar Electric Co. at Second St. and Santa Fe Ave., Los Angeles, enjoys the rather unique distinction among warehouses of being 100 per cent electrified. No gas, oil or other fuel is used, the heating of the building and the water being taken care of electrically.

The lighting measures up to the highest industry standards with 18 foot-candles in the offices and city sales store and eight foot-candles throughout the entire warehouse. Convenience outlets have been placed at regular intervals throughout the building.

One of the more unusual facilities included in the structure is a two-way loud speaker system which connects the sales counter with the warehouse. This provides instant communication between the two, thus speeding up the delivery of orders to the counter with less delay to the customer in learning whether or not the goods wanted are available. Conveyor chutes are installed between floors, loading platforms are under cover, and adequate parking space has been provided for both customers' and salesmen's cars.

Counter and display room where customers may relax while placing orders and inspecting merchandise

Conduit rack on first floor where trucks can drive in, thus saving time and effort in handling

Meeting Chain Competition

This intimate discussion of chain store methods, given before the Lake Michigan Club at French Lick, is based upon actual business contacts with several large chain organizations

By J. L. PALMER
University of Chicago
Professor of Marketing,

TWENTY-FIVE years ago, manufacturing was done on a relatively small scale. Factories were small, scattered and diversified, and each manufacturer had his individual selling problems. The retailing industry was likewise composed of small and scattered units. In the electrical field it consisted almost entirely of contractor-dealers and hardware stores.

Under such conditions it was perfectly logical that wholesaling establishments should develop in considerable numbers. The wholesaler, in those days known as a jobber, came into existence for the logical purpose of bridging the gap between these two groups. He performed three essential functions:

1. Warehousing. He maintained local stocks of the diversified products of a number of manufacturers.

2. Selling. He very definitely helped to solve the manufacturer's selling problems. The wholesaler's salesman, handling the products of several manufacturers, could go into territories and open up markets which the manufacturer's salesman, with but a single line, could not afford to reach.

3. Credits. He relieved the manufacturer of the burden of extending credit to and collecting from a large number of small and distant accounts.

By thus spreading his costs of warehousing, selling and collecting over many lines, the wholesaler very definitely reduced the costs of distribution. He provided then and, in many instances, he continues to provide the most economical method of distribution.

Beginning about 1910, this traditional scheme of distribution (manufacturer-wholesaler-retailer-consumer) began to show signs of breaking down. Manufacturers became larger and their lines became widely diversified. Transportation facilities improved and there developed a greater concentration of population. The retailing situation began to change as large scale, or chain, retailing became more common.

It was about this time that several basic discoveries were made concerning distribution. These were:

1. That only a small percentage of retail locations were capable of producing volume.

2. That more than one retail store could be operated by a single company.

3. That if one company controlled many retail outlets it could easily operate a wholesale warehouse to service its own stores.

4. That one company, because it controlled the buying of many stores, could obtain concessions from manufacturers. It could actually effect production economies for manufacturers which justified lower prices.

Among those who made and exploited these discoveries were such familiar names as Woolworth, Kresge, Sears, Ward, Walgreen and Goldblatt, together with a host of smaller operators.

Today we have perhaps 25 large retail chains. Their operating methods, which are all very much alike, are characterized by several unique, but basic, ideas.

1. Stores are limited to volume locations. The average chain drug store, for example, normally does a volume of $100,000, as against perhaps $20,000 for the average independent store. Because they occupy choice locations, the chains obtain low cost operation due to large volume. The average contractor, or dealer, whose store is poorly located cannot compete.

2. Centralized buying, which pools the requirements of many stores, effects genuine economies.

3. Consolidating wholesale and retail operations under one management often reduces operating costs.

4. Cost of merchandise is based on selling price. The chain store does not determine its selling price by adding a mark-up to its invoice cost. It determines the selling price first and buys afterward. For instance, if it decides to sell a certain article at 10 cents, and wants a gross profit of 35 per cent, it will search until it finds a producer who will make the article and sell it for 6½ cents.

5. Traditions deserve little respect. The chains refuse to be bound by traditions, they have no consideration for orthodox channels of distribution and they have no interest in protecting anybody. Their only concern is to buy at the lowest possible price and to sell at a price which will produce volume.

THESE are stated as facts. They indicate the fundamental differences between the traditional, or "legitimate," and the chain, or so-called "illegitimate," systems of distribution. The newer system has directly and indirectly resulted in economies of both manufacture and distribution. It has, by and large, done a better job of management and, in some cases, has been able to render a better service to the consumer. These accomplishments explain its growth.

Price discrimination by the manufac- *(Turn to page 28)*

The Case For
Selective Distribution

By JOHN H. FREDERICK
Author of "Industrial Marketing," and Assistant Professor of Marketing, University of Pennsylvania

This is the last of a series of six marketing articles written for *Electrical Wholesaling* by Professor Frederick. The first five were all concerned with the problems presented by the industrial market. The sixth deals with the pros and cons of selective distribution from the standpoint of both manufacturer and wholesaler

SELECTIVE distribution may be defined in various ways, but from the standpoint of the manufacturer of electrical products it may be considered as a marketing method by which he selects a certain adequate, but limited number of wholesale outlets for his products, and confines his distribution to those outlets, instead of selling his products to all wholesalers who may desire to handle them. In other words, selective distribution is the opposite of intensive distribution, which may be defined as the marketing method whereby a manufacturer seeks to have his products carried by all types of dealers in each community, who may conceivably have customers desiring such products.

From the wholesaler's standpoint, the term selective distribution defines a policy whereby he, instead of shopping from manufacturer to manufacturer for the lowest prices, becomes the distributor in his territory, on an exclusive or semi-exclusive basis, for a limited number of manufacturers. In other words, the electrical wholesaler allies himself with certain manufacturers or other suppliers, the character and quality of whose lines of products enable him to offer them with confidence to his customers, at prices and terms which make the relation between supplier and wholesaler mutually profitable.

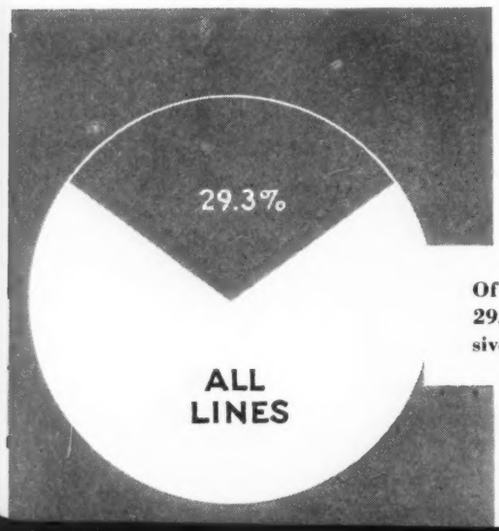
Arrangements between manufacturers and wholesalers for selective distribution may take any one of several forms, of which the following may be said to be representative:

1. The arrangement may be rigidly exclusive, in that the entire output of the manufacturer is turned over to a number of wholesalers, each having the exclusive sale of the product, from a given center or in a given territory.

2. The arrangement may be flexible, in that there may be more than one wholesaler in a given territory or market, although the distribution is confined to those wholesalers who are acceptable to one another.

3. The arrangement may be collaborative, in that both wholesaler and manufacturer serve the trade, but on a basis clearly defined and mutually agreed upon.

From the above it will be seen that selective distribution does not necessarily imply or require that exclusive representation be given a single wholesaler in a prescribed territory, although this policy can be adopted if it is considered desirable. Selective distribution is simply a plan under which a manufacturer confines his sales to a limited or selected number of wholesalers.



Of the wholesalers queried, 29.3 per cent favored exclusive distribution on all lines

In order to ascertain the opinion of electrical wholesalers on the question of selective distribution in general, and on the desirability of exclusive dealing arrangements in connection with such a system of distribution, the writer sent questionnaires to the members of the National Electrical Wholesalers Association. Of those who replied there were none who did not favor some sort of flexible type of selective distribution, such as arrangement number two mentioned above. The following reply is typical:

> The electrical wholesaler handles varied lines. On the more staple items there is no particular advantage in having a line exclusively since your competitor is in a position to supply the same article in another line equally as good and at approximately the same price. On other items, however, where the wholesaler faces an investment of time and money to introduce new goods among the trade; or to keep them informed of frequent changes of design and application, the wholesaler should have some sort of an exclusive arrangement to insure his reaping the fruits of his work. Otherwise other distributors who contribute nothing towards breaking the ground could obtain the same goods and realize a profit merely for supplying the demand the first wholesaler has cultivated.

Of the wholesalers who replied to the questionnaire,

29.3 per cent stated that they desired exclusive representation on all lines handled wherever it was possible to make such arrangements with manufacturers; 46.7 per cent of those replying reflected the attitude of the typical reply just quoted—that they desired exclusive represenation on major appliances for the household or industrial plant, particularly the nationally advertised products requiring considerable service and missionary work, and the technical products, such as power equipment, which must be sold by salesmen with engineering experience. These same wholesalers (47.6 per cent of those replying) stated that they did not desire exclusive representation, in connection with any selective distribution plans, on the ordinary run of wiring devices and electrical supplies, *so long as the manufacturers used some care in selecting competing wholesalers.* Twenty-four per cent of those replying, stated that they did not desire exclusive distribution on any items *provided that manufacturers exercised due care in selecting their distributors.*

The evidence, therefore, would seem to point to this conclusion: Electrical wholesalers want manufacturers to adopt selective distribution. The selective arrangement entered into should involve agreements for exclusive distribution on products where the wholesaler is expected to assume all or any part of the cost of promotion. The selective arrangement entered into for the ordinary run of electrical products, where the manufacturer assumes the full responsibility for securing acceptance on the part of buyers, need not involve agreements for exclusive distribution. It must be admitted, however, that selective distribution cannot be adopted by all manufacturers of electrical products nor can it be agreed to by all electrical wholesalers. The products of some manufacturers are so universally used, and so stable in demand, that they probably could not secure adequate distribution through any limited number of wholesale outlets. On the other hand, there are electrical wholesalers, whose operations are so widespread and diverse, that it might be impracticable for them to confine their operations to any particular lines of products.

FROM the standpoint of the manufacturer the following may be said to be the outstanding advantages of a system of selective distribution:

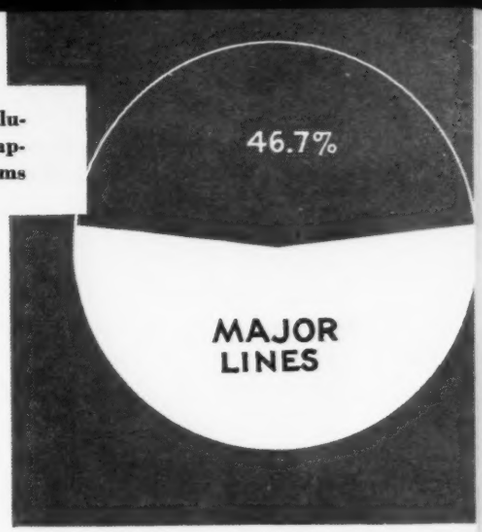
1. Production may be more readily geared to demand, thus lowering cost.

2. Selling costs are decreased, since after the wholesalers have adopted the manufacturer's plan, they are in a position to take the greater part of his output without selling effort on his part. In some cases where selective distribution arrangements have been put into effect selling costs have become almost negligible.

3. Greater sales cooperation is possible between manufacturers and wholesalers under conditions of selective distribution. Such cooperation is often impracticable when both are scattering their efforts.

From the standpoint of the wholesalers, a system of selective distribution has several outstanding advantages as follows:

1. Where wholesalers are selling distinctive products and controlling the conditions of their sale, they automatically strive to maintain a fair price, with the result that price cutting is eliminated. Where many wholesalers are selling the same product, each has the temptation to make drastic cuts in prices. (This is one of the reasons why manufacturers frequently use selective distribution plans as one means of achieving resale price maintenace.)



46.7 per cent wanted exclusive distribution on major appliances and technical items

2. Experience has shown that where a wholesaler is working on a plan of selective distribution he puts more sales effort behind the items in which he has exclusive dealing arrangements. Where a manufacturer has several wholesalers in a city handling his line, the wholesaler's function is largely warehousing and ordinary sales effort.

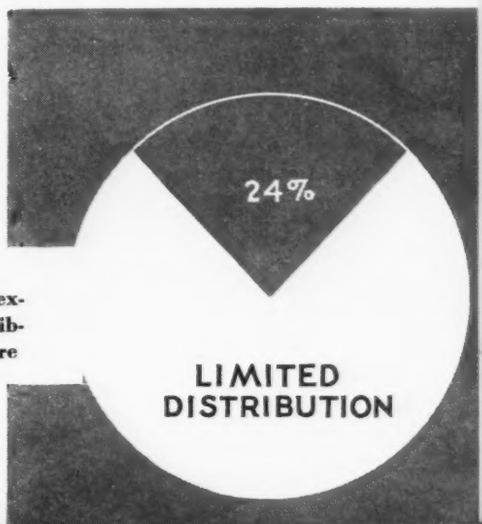
3. Wholesalers are able to offer a more uniform line of products. A weakness of many wholesaler stocks is their tendency to vary the character of their products, due to the fact that they are bought from various sources according to the price concessions that may be obtained from time to time. This criticism is often voiced by industrial users, particularly those who buy on a basis of specifications. When a wholesaler distributes only the product of one manufacturer in each line he insures himself and his customers of one standard.

4. Repeat orders from users become almost automatic. If a line of products for which a wholesaler is the exclusive or semi-exclusive representative finds acceptance with industrial users, the wholesaler does not have to solicit repeat orders, and there is little danger that customers will transfer their trade to competitors. The same may also be said of the other classes of wholesaler's customers: the contractor, the contractor-dealer and the retailer.

Despite the advantages of selective distribution, there are also a number of disadvantages of this method of marketing from the wholesaler's standpoint. The most important of these may be summarized as follows:

1. Regardless of the plan under which selective distribution is applied, it has a tendency to clearly define a wholesaler's territory, which usually means that it is narrowed to some extent. This is considered an advantage by some who believe that nearly all wholesalers would profit most by intensively cultivating the areas nearest home; but it is considered disadvantageous by those wholesalers who do not like to be re-

(Turn to page 29)



24 per cent did not desire exclusive distribution, if distributors were selected with care

MEN YOU SHOULD KNOW

★ B. T. HARE

Vice-president, Rumsey Electric Co., Philadelphia, Pa.

WHEN B. T. Hare joined forces with the Rumsey Electric Co., back in 1907, little effort had been made to develop business on electrical supply lines. The principal business of the company was as representative of several electrical equipment manufacturers, and the outside sales organization added up to the grand total of only three men.

Today Rumsey employs 24 outside salesmen and the list of its suppliers includes many of the leading manufacturers of electrical supplies. The story of this development is pretty largely the story of B. T. Hare's career for, as sales manager of the company from 1912 until his election to the vice-presidency last year, he was chiefly responsible for the expansion of sales activities.

To start the story at the beginning, it is necessary to go back to December 16, 1885 in the city of Chicago. That was the time and place when Ben Hare first saw the light of day. In 1899, while still in high school, he moved to Philadelphia and continued his studies there. A year later he went abroad and completed his education at Worcester House, an English school in Dresden, Germany.

Hare's business career began in Philadelphia with the Western Electric Co. Soon afterwards he became associated with the H. C. Roberts Electric Supply Co. of the same city. After five years of experience with this organization, he and Charles H. Kelley, one of his associates, decided that their future was bound up with the Rumsey Electric Co. so they changed their jobs. Their decision must have been right for both men are now directors of the company.

His Hobby Is Wholesaling

In order to hold his place in the distribution of electrical goods, the wholesaler must demonstrate his ability to do a more economical job than the manufacturer, says this veteran wholesale executive. He advocates a rigid set of "fair play" rules to guide the wholesaler in his relations with his dealer and contractor customers.

When Mr. Hare came to the Rumsey organization, he brought with him a host of ideas and ideals. It was his persistent notion that Rumsey should represent only the manufacturers who were among the leaders. At first, this plan was very difficult to carry out because the manufacturers looked on the company as machinery and equipment wholesalers.

This attitude, however, only served as a challenge to Mr. Hare. Bit by bit, he built up the supply volume until some of the manufacturers of outstanding lines, realizing his determined progress, offered him their products for distribution. With the ice broken, the job settled down to one of careful sales planning and hard plugging and Mr. Hare was well equal to that. Also it was his policy not to change lines except for good reasons.

OUTSTANDING in the credo of B. T. Hare is the belief that the wholesaler cannot lay claim to charity. Unless he is able to warehouse and distribute merchandise more economically than the manufacturer, he has no place in the picture. Of primary importance, in his opinion, is the wholesaler's intelligent, prompt and efficient service to the customer.

Mr. Hare insists that the wholesaler should be careful not to compete with his customers (particularly his dealers) and should be in a position to advise and help them. Dealers and contractors should be protected by a discount spread sufficient to pay their overhead and allow a reasonable profit. The wholesaler should take particular care, he says, that he does not help set up and finance competition for his legitimate customers.

BECAUSE of the constructive work being done by the Electrical Association of Philadelphia Mr. Hare has taken an active interest in that organization. He has served on various committees and on the board of governors. The difficult years of 1933-34 found him as chairman of the wholesalers' division. In addition, he has given three years of service to the NEWA conduit committee and a term, which ended last year, on the executive committee.

This reads like rather a full life and indeed it is but with it all, Mr. Hare finds a liberal amount of time to devote to his family (his wife and daughter) and to the agreeable task of chasing the pill around the links. There is good reason to suspect, however, that if he was completely cornered and forced to admit the truth, it would be to declare that the business of wholesaling electrical supplies was B. T. Hare's most enjoyable hobby.

THIS IS NUMBER 163 IN OUR SERIES OF PROMINENT WHOLESALERS

★

B. T. HARE • • *Vice-president, Rumsey Electric Co., Philadelphia, Pa.*

Leading Wire
U.S
Your Op
The agg sive
advanta of
Th gh
na -wi
du ..
Gu nte
Off int
A
Uni

RUMSEY
Electric Company
Electric Supplies, Machinery and Radio
1007 ARCH STREET
PHILADELPHIA

May 2, 1935

Mr. C. W. Higbee, General Sales Manager,
Wire Division,
United States Rubber Products, Inc.,
1790 Broadway,
New York, N.Y.

Dear Mr. Higbee:

In a recent issue of Electrical Wholesaling, I notice the U. S. Rubber statement regarding their Wholesalers Policy on Wire Products.

This, of course, was not new to us as we have always known your policy during the long years of association with you as a distributor.

Our connection with your Company was started with the National India Rubber Company who sold Wires and Cables under the trade name "N.I.R." When the United States Rubber Company assumed control, this greatly broadened the line and because of your facilities, resources and advertising, you have succeeded in making the "U.S." Franchise a very profitable one for the Wholesaler.

We have seen the demand for U. S. Wire Products increase owing to your maintaining the quality standards which you set up at the start.

We greatly appreciate the sales and technical cooperation which you have placed at our disposal, and, as you know, we have taken advantage of this quite regularly.

We are always interested in your new developments and are particularly interested in "Laytex" as we can see the wonderful opportunity to Wholesalers in this product.

With kindest personal regards, I am,

Yours very truly,

RUMSEY ELECTRIC COMPANY
B. J. Kane
Vice President

BTH*D

PRINT IN BIND

Wholesalers endorse
S RUBBER POLICY

Opportunity ...a well established, profitable business...with 100% territorial protection

e aggressive electrical wholesaler well appreciates the dvanta of dealing with a wire manufacturer who—

Th gh quality and advertising, has established nat -wide acceptance for his various rubber products...

Gu ntees you 100% territorial protection...

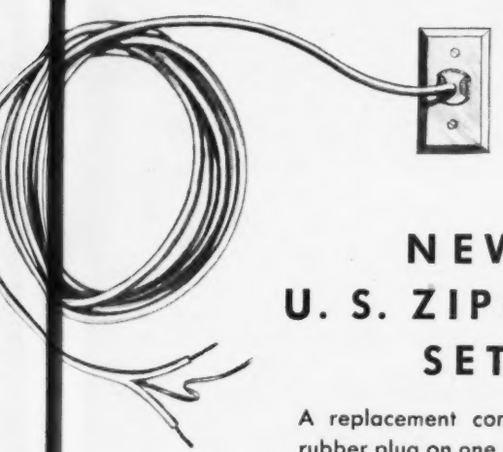
Off intelligent, experienced sales cooperation.

Back of all this are "U. S." Factories, Laboratories, Rubber Plantations, Experimental Stations — constantly striving to make the finest product possible.

This opportunity is open in certain territories to progressive wholesalers of established reputation. Write...

Wire Dept., United States Rubber Products, Inc.,
1790 Broadway, New York City.

And now the RUBCO Line



NEW U. S. ZIPCORD SET

A replacement cord unit with rubber plug on one end and the other end stripped. All prepared for attaching to lamps, radios, clocks, and other appliances.

Its tough rubber cover is long-wearing, neat-appearing, sanitary and non-fraying.

The name Zipcord is registered; and it complies with attachment cord specifications of I. E. S.

SAFE RUBCORD Rubber Covered Heater Cords in colors

The only heater cord on the market with *real* sales appeal. A glance will tell the buyer that its *rubber* cover makes it SAFE, CLEAN, NON-FRAYING, LONG-WEARING.

Put up in an attractive package and displayed on the dealer's counter in an attractive show-carton, this new over-the-counter item will outsell all other heater cords.

Write today for information and prices.

The RUBCO line includes many other items such as ZIPCORD REPLACEMENT SETS and EXTENSION CORDS; TROUBLE LAMP SETS, etc

Tested and Approved 4602 by Good Housekeeping Bureau — GOOD HOUSEKEEPING MAGAZINE

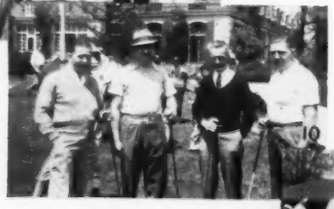
US RUBBER COMPANY — TRADE MARK

ited States Rubber Company

IN BINDING

Chicago Electric Golf Club Holds First Meeting

Chairman Riley DeLano rallies field of 160 at season's first tournament, held at Cog Hill Country Club



The chairman tees off

1. J. E. Kopp (vice-chairman) General Cable Corp., John Defontaine (chairman prize committee) Westinghouse Electric Supply Co.; Charles Dubsky, Crouse Hinds Co.

2. L. J. Kelly, Goodrich Electric Co.; G. H. Bishop, AllSteel Equipment Co.; G. W. Butler, Steel and Tubes, Inc.; T. J. Egan, Emerson Electric Mfg. Co.

3. H. Farrell, Englewood Electrical Supply Co.; E. F. Siegman, Englewood Electrical Supply Co.; F. Steive, Crescent Engineering Co.; H. D. Walsh, Crescent Engineering Co.

4. Ben Minnick, RCA Radiotron; B. Cohen, Harrison Wholesale Co.; L. Sisskind, Harrison Wholesale Co.; Gene Ball, Commonwealth Edison Co.

5. R. L. Renaud, Harvey Hubbell Inc.; Ray O'Leary, Englewood Electrical Supply Co.; A. Wellman, Economy Fuse and Mfg. Co.; A. Potsinger, guest.

6. F. Jaske, Englewood Electrical Supply Co.; M. Marcheski, Cuneo Press; J. Byrnes, Triangle Electric Co.; John Lasota, guest; Paul Oberruetter, Midwest Dynamometer and Engineering Co.

7. F. Keefer, C. I. T. Corp.; C. M. Flora, C. I. T. Corp.; G. Swarts, Westinghouse Electric Supply Co.; T. Johnston, Beverly Appliance Co.

8. H. Lundberg, Wadeford Electric Co.; Jess Jacobson, Hatfield Wire and Cable Co.; F. J. Schmidt, Westinghouse Electric Supply Co.; Jack Searles, Hatfield Wire and Cable Co.

9. M. Murtaugh, A&P (chief electrician); W. L. Jacobus, Pass & Seymour Inc.; J. P. Simonds, J. P. Simonds & Co.; G. Albiez, Englewood Electrical Supply Co.

10. C. E. Barron, Westinghouse Electric Supply Co.; M. J. Belson, Belson Mfg. Co.; A. Olsen, Remington Rand, Inc.; A. Nelson, Westinghouse Lamp Co.

11. E. B. Josler, Minteer and Josler; B. Hallberg, Trumbull Electric Mfg. Co.; J. A. Jaques, Electric Sales & Eng. Co.; W. H. Coleman, General Electric Co.

12. P. J. Pfohl RCA Radiotron Division; R. J. Koehr, Clinton Products Co.

13. Clarence Steber, Chase Shawmut Co.

14. George W. Butler, Steel & Tubes, Inc.

The Editor's Page

Merchandising Advisors

DEPARTMENT store executives, gathered in Chicago last month for the annual convention of the National Retail Dry Goods Association, discussed how the one-store merchant could successfully meet chain competition. Several speakers emphasized that wholesalers selling to the independent retailer must take on a new responsibility; they must organize to perform a new function, that of merchandising advisors to their dealers.

The large retail chains, which perform for themselves the basic wholesaling functions of warehousing and credits, have developed a new function—that of improving the merchandising and storekeeping methods of their retail stores. They have developed new methods of stock control and sales promotion which are beyond reach of the one-store merchant *unless* he can obtain similar merchandising counsel from his wholesalers.

This new wholesaling function, as developed by the chains for their own stores, has two essential features. First, each retail outlet is taught how to apply the principle of basic stock merchandising to its own merchandising. Second, the headquarters organization provides a complete merchandising and promotional service for its individual stores. The basic stock idea is to spread the retailer's merchandise investment over "the maximum number of fast-turning, wanted items."

As pointed out by Professor Palmer elsewhere in this issue, the chains have applied an entirely new philosophy to the functions of wholesaling which involves new thinking and new principles. If the wholesaler is to play his part in the new system of distribution, he must consider his dealers *as his partners,* because his own success will depend upon his ability to help the independent retailer to remain in business, at a profit.

Wholesale selling today means more than getting merchandise *into* stores, it means helping the dealer, through sound merchandising advice and assistance, to get it out of the store and into *homes.*

The modern wholesaler sells *through* the dealer, not *to* him.

Architects' Schools

SEVERAL thousand architects participated in General Electric's recent architectural competition. Winning designs are now available to builders, who will agree to keep their houses open for public inspection for a 60-day period.

Before releasing the architects' plans, however, it was necessary for General Electric engineers to prepare complete wiring plans and electrical specifications for each of the prize winning designs. The electrical layouts submitted by the architects were both inadequate and impractical.

Perhaps the architects were not entirely to blame, however. They cannot be expected to know what constitutes adequate wiring and practical electrical layouts unless some one informs them. The responsibility rests with the electrical industry, which just hasn't done the job.

The wiring plans which General Electric has prepared assure adequate electrical wiring in these particular houses, but the job which lies ahead is far too big for a single manufacturer, even the largest. It is an industry job which should be underwritten and sponsored by all electrical manufacturers.

A new program of business promotion has been announced by NEMA. Architects' schools are promised which will be a big start in the right direction. The electrical work in an adequately wired home should amount to at least five per cent of the total cost, exclusive of appliances. Heretofore, the electrical industry has been content with a meager two per cent.

Many communities are experiencing a small boom in residential construction this summer, but very few of these new homes are being adequately wired, according to the industry's standards. Every day that is lost in getting these architects' schools started means lost business for the electrical industry.

Balloting By Mail

AT its annual convention, held in Pinehurst in May, the National Machinery and Distributors Association revised its constitution and by-laws to provide for regional representation on its executive committee and for mail balloting by individual members. This association is composed of mill supply distributors representing all sections of the country except states south of Maryland, the Ohio River, Missouri and Kansas, as the southern states, for many years, have had their own association.

The remaining states have been divided into six regions, each of which will be represented on the association's executive committee. Each association member will be requested, 60 days prior to the annual meeting, to suggest a candidate from his region. The two men receiving the highest number of votes will have their names re-submitted to the members in their region 30 days prior to the meeting, with the request that ballots be mailed to association headquarters within 10 days.

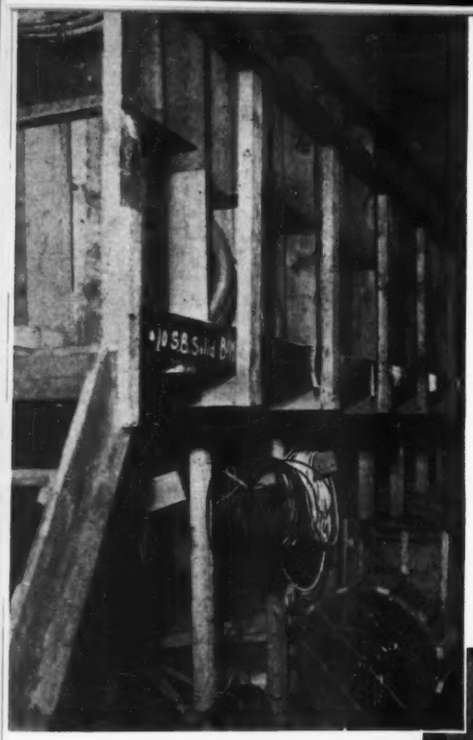
This new method appears to have two important advantages. It provides for adequate regional representation on the executive committee and undoubtedly will bring closer together the members in each district. A future development may be regional conferences, held in between the national conventions.

Another advantage is that, if a member is unable to attend the national convention, he is not disfranchised. Instead, he mails his ballot to headquarters and feels that he has a voice in the conduct of his association, in spite of his absence from the annual meeting.

This new policy adopted by the mill supply distributors should be of interest to electrical wholesalers as it differs radically from that of their own association. Under the present constitution and by-laws of NEWA, the entire country is divided into only three territorial districts: Atlantic, Central and Pacific, and only members in actual attendance at a meeting of the association have an opportunity to vote.

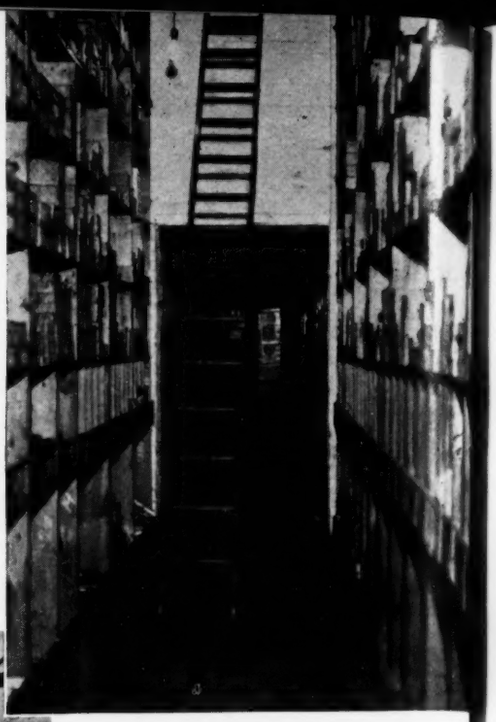
Practical Warehouse Methods

4. Storage Bins



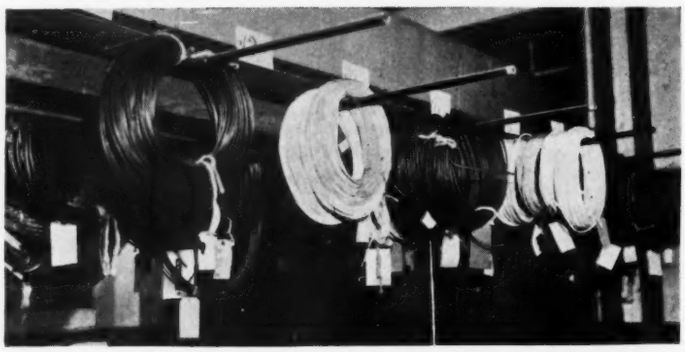
Open Stalls for Coil Stock

At the Dubuque, Iowa house of Crescent Electric Supply Co., large bins such as these are used to warehouse coils of wire and armored conductor. With dimensions measuring two ft. wide by 10 ft. deep each bin can handle many coils.



Mezzanine Bins

Coils of wire are stored in bins at Boggis-Johnson Electric Co., Milwaukee. Large wire and cable occupy the lower level, while smaller wire fills bins on balcony. By clearly marking each compartment, filling of orders is greatly simplified.



Broken Coils

Why not hang up your broken coils of wire? This method as employed at General Electric Supply Corp., Milwaukee, not only saves floor space, but protects the wire and makes for easy handling. Wire hangs on 2 ft. lengths of pipe ¾ in. in diameter that are secured to a 4x4 in. beam. Card above each reel shows size and type of wire.

Bins for ABC Cable

The Van Meter Co., Cedar Rapids, Iowa, employs this method for keeping armored cable segregated as to size. The system also saves floor space, maintains a neat appearance and keeps each coil in good shape. Overall length is 15 ft. while each bin is 2 ft. deep by 22 in. wide. Boards, ¾ in. thick, are heavy enough to be free of warping.

Rolling Ladder

Some wholesalers practically apologize for not having steel shelves, but the Roekel Co., Zanesville, Ohio, finds wood quite satisfactory in maintaining orderly and up-to-date shelving. Roller-ladders make upper bins easily accessible.

Sectional Racks

With a framework consisting of two in. pipe from their own stock, this rack was comparatively inexpensive and absolutely suitable for an electrical warehouse. Each section, which is movable, measures 20 ft. long by 6½ ft. high. Pipe lengths are bolted together tightly at intersections, so that if necessary, the entire section can be easily and quickly dismantled. Three platforms of ¾ in. boards rest on the horizontal tubes. The Westinghouse Electric Supply Co.'s branch at Waterloo, Iowa, possesses this storage method and it has thoroughly proved its value.

Inspectors Turn Salesmen

Campaign to promote adequate wiring standards is paving way for greater profits for wholesalers

By JAMES A. SMITH
Director, Electrical Cord Manufacturers

JAMES A. SMITH

WITH the declared purpose of "Safeguarding Electric Service in the Home," the members of the Eastern Section, International Association of Electrical Inspectors, have turned safety salesmen. Although they will carry no sales portfolio from any wholesaler group their program may very well place them in the front rank of unofficial salesmen for those electrical wholesalers who give their active support to the plan in their own communities.

Spurred on by the demoralizing competition which has been harassing the wire and wiring device business for the past ten years, the inspectors are carrying on a threefold drive to promote the widespread adoption of safety standards in the wiring of homes. Their plan involves the education of the public to demand approved, labeled cords and other electrical merchandise, to employ licensed electrical contractors and to insist upon inspection of all jobs upon completion to insure safety.

With these three objectives, the inspectors hope to bring about higher standards which should result in better prices and more profit for those who sell wiring materials, along with a greatly expanded market. The wholesaler, of course, stands at a vital spot in the development of this market.

ALONG with others in the electrical industry, he contributed to the chaotic conditions brought on by price-cutting. In many cases, it must be admitted, his contribution was made in self-defense. Manufacturers who had developed an inferior grade product at cheaper prices for the chain stores, were making inroads in the contracting field. Manufacturers with well-established reputations became panicky and began to make inferior grades under new and much fancier names. Wholesalers, watching their business slip away from them, reached in desperation for the inferior, low-priced lines and, before long, the profit on all lines dwindled rapidly.

During all of this time, the electrical inspectors were making increasingly heroic efforts to keep the whole structure of standards from toppling down around the heads of the industry, by insisting on adhering to the electrical safety codes of their communities. The successful campaign of the cord manufacturers in 1932, which popularized approved cord carrying the 5-ft. bracelet label, gave impetus to the efforts of the inspectors to break the fast hold which other unapproved materials have secured. The present drive represents their organized effort to extend the scope of this activity to the entire field of wiring materials.

To get results, the association has carefully worked out a program of public education which stresses safety in the home. Their program includes the use of booklets and literature, newspaper releases, advertising, lectures, radio, exhibits and displays. The schools will be used as a promotion medium. Prize essays and a check-up and report on home wiring by the pupils are designed to arouse the interest of parents, which will be further stimulated by talks before parent-teacher associations, luncheon clubs, church groups, fraternal organizations and business associations.

Banks, dealers, contractors and utilities will be asked to devote space to window displays. There will be exhibits at fairs and conventions. Envelope stuffers will go with electric light bills. Leaflets will accompany each lamp and appliance sale. Newspapers will be asked to use prepared interviews on off days. Much of this material has already been prepared. An effective exhibit has been worked out for display at better home shows, conventions, etc. A series of letters designed to bring the campaign to the attention of civic leaders has been written.

This is the ambitious program which the Eastern Section has laid out. Several parts of the program have already undergone experimentation in various cities and the association has accumulated a fund of practical experience. This has placed it in a position to offer many practical suggestions to any community that wishes to take up the work.

Other groups of electrical inspectors are also carrying on work along similar lines. The North Carolina chapter is successfully promoting an extensive campaign for adequate wiring, featuring actual selling contacts with the architect, builder and owner, regardless of the nature of the building. Other inspector groups are striving to have electrical sales control ordinances enacted which will restrict the sale of any merchandise which does not come up to reasonably safe standards.

In all of this program, the electrical inspector has definitely turned salesman. He is selling the safety idea to the public and, in so doing, is promoting the sale of quality merchandise. Electrical wholesalers will find it "good business" to take an active part in this program to Safeguard Electric Service in the Home.

Code Standards Are Maintained

(Continued from page 6)

are embodied in the earlier trade practice rules completed in 1932 and still in force.

We should first decide that, since business depends very largely on decent wages and adequate leisure that we will continue to live up to those provisions of the code.

Then let us develop our trade practice rules with a sincere purpose to make and keep electrical wholesaling a decent, live-and-let-live business, promoting good understanding:—through NEWA, by giving wholehearted support to its work; and through the free exchange of ideas in local wholesaler groups.

Loss of the codes might result in price wars between manufacturers. A wholesaler who encourages such price wars should consider the effect upon his own inventories and gross margin.

After all is said and done, a government which must live on taxes can no more hope for business to be done at a loss than can a business man. Living wages for employes, a gross margin that leaves a fair net for manufacturer, wholesaler and dealer and fair practices in trade are the things we all desire.

B. W. CLARK, *Vice-president, Westinghouse Electric Supply Co.*

Self Government in New Jersey

The NRA situation was the subject of consideration at our last association meeting and we have arrived at the following general conclusion.

Opinion was about equally divided among our members in regard to the elimination of NRA and the codes. Our members have unanimously agreed that it will be to their benefit to abide by code requirements concerning hours and wages.

There does not seem to be any appreciable increase in "chiseling" since the decision was announced and members are of the opinion that there was enough chiseling in force previous to NRA's demise.

The members of our association believe that it would be much better to extend its activities in the direction which NRA pointed. They also feel that they owe it to themselves to try to conduct their business in the manner which the spirit of NRA implied but which NRA was unable to inject into the industry. In plain words our members have simply decided to try to do something for themselves and not wait for the other fellow to do it.

RALPH W. MERRETT, *Chairman, Mid-Jersey Electrical Wholesalers Association.*

Detroit Ready for New Rules

From what general information I can gather from the members of our group and others in the industry, we feel that in some way the codes should be carried on probably in our industry under the new set up of industry commissions, to carry out trade practice conference rules.

We are continuing to abide by code requirements concerning hours and wages and there has been little or no chiseling since Supreme Court's decision was announced.

F. H. VANGORDER, *Secretary, Electric Club of Detroit.*

No Major Reactions Expected

Our company has made no changes in hours or wages since the discontinuance of NRA and plans to continue to follow trade practices as were operative under the basic wholesaling and the supplemental electrical wholesaling codes.

It was our feeling that, prior to NRA, the application of fair trade practices, as approved by the Federal Trade Commission, was constructive and it has seemed obvious that we should return to the utilization of the organization that was set up to operate under Federal Trade Commission rules.

As far as the ending of NRA is concerned, we have not felt that its discontinuance would cause any major reactions in the industry.

J. L. BUCHANAN, *President, General Electric Supply Corp.*

Iowa Market Holds Up

Practically all the Iowa wholesalers, I believe, will continue to abide by code working hours and wages. Local markets are apparently holding up and there does not seem to be any increase in chiseling.

In my opinion Industry is going to pay a pretty big price to prevent chiseling if it is going to have the Government regulate every activity of business life, such as seems to be the ambition of the Administration.

J. S. KIMMEL, *General Manager, Republic Electric Co., Davenport.*

Strong Local Associations Needed

From my contacts with electrical wholesalers in this section, I have not found any who seem to be particularly disturbed on account of the elimination of NRA.

Our market thus far has held up quite well, and there seems to be a general tendency among business houses generally to continue to abide by code requirements insofar as hours and wages are concerned.

It is my opinion that quite the majority of American business men are instinctively inclined to make a fair and reasonable profit on their merchandise and also to treat their employees with fairness—irrespective of NRA or any other agency that might be created for the purpose of forcing them to run their business along specific lines. We have always had chiselers, and always will, but this practice is generally confined to the minority.

With NRA definitely out, local associations should concentrate on building up their memberships to discourage as much as possible price cutting and other forms of chiseling. Without a doubt these associations in the past few years have done much for the general advancement of the industry.

H. L. JACKSON, *Chairman, Southeastern Electrical Wholesalers Association.*

Chiseling Brought Into Open

Our association has recommended to its members that they abide by the code requirements concerning hours and wages.

We believe that chiseling, which was done under cover during NRA will now be brought out into the open.

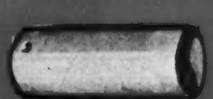
Local associations, we believe, should now come into their own and we are accordingly planning to launch a drive for new members. Every wholesaler who is, in fact, a wholesaler, should join the local association in his territory.

G. V. WEIR, *Managing Director, Eastern Electrical Wholesalers' Association.*

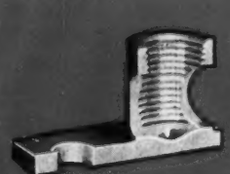
Bull Dog WIRE GRIPS

The All-Copper Cold-Pressed SOLDERLESS CONNECTOR

The 60 Amp., 100 Amp., and 200 Amp., sizes are made from SOLID COPPER ROD



The Slug as cut from Solid Copper Rod.



Cross Section of the "Cold Flowed" Wire Grip.

Cross Section showing Wire in the Grip of Clamping Screw.

Highest Conductivity - - Greater Mechanical Strength - - Complete Line with Fewer Items

(1) HIGHEST CONDUCTIVITY—*Because* not being castings, the composing metal can be and is, *pure electrolytic copper.*

(2) GREATER MECHANICAL STRENGTH—*Because* these Connectors are "Cold Flowed" to shape, thus preserving the structure and increasing the tensile strength of the composing metal, so that it can "take" all the clamping pressure necessary for good contact.

(3) BETTER CONTACT ASSURED—*Because* their *clear* wire holes (in contrast to blind holes) permit you to SEE and secure full contact.

(4) MORE COMPLETE SERVICE—*Because* fewer sizes (5 only) constitute the line, thus reducing the inventory while ensuring that a size for every possible requirement will always be on hand.

Manufactured and Sold in Canada by
BULL DOG ELECTRIC PRODUCTS OF CANADA, LTD.
372 PAPE AVE., TORONTO

BULLDOG ELECTRIC PRODUCTS CO.
DETROIT MICH. U. S. A.

Intelligent Leadership

In connection with the recent Supreme Court decision affecting NRA, there are two questions to be considered. The first has to do with hours and wages. Inasmuch as we were operating under a scale of hours and wages, prior to the NRA, which, with few exceptions, was better than the minimum prescribed by the code, few adjustments were necessary when the code became effective. Therefore, now that the codes are ineffective, there are no readjustments to be made.

The second question has to do with trade practices. We have always felt that if the manufacturers and distributors had the courage and confidence to adopt throughout the industry the trade practices developed through the code the over-all effect would be beneficial. Unquestionably, the planners and thinkers in the various units which make up our industry realize the trade practices, developed not only for, but before, NRA are beneficial to them. We cherish the hope that the intelligent leadership of all phases of the electrical industry will assert itself to the end that manufacturers, wholesalers, contractors and dealers will continue to operate under self-imposed trade practices which will make for a stable, substantial business. It seems to me that the hope of future growth and prosperity for all of us electrical people lies under the direction of our associations.

G. E. CULLINAN, *Vice-president, Graybar Electric Co.*

Problems Develop In St. Louis

At the last meeting of our association it was the unanimous opinion of all present that all the good things, which were embodied in the code and which have been well followed in this district, should be continued voluntarily for the future. We are sorry to see NRA eliminated but hope that our voluntary action may replace the code authority.

We, in St. Louis, have believed for a long while, that the electrical contractor, the utility, and the large industrial who maintains engineers and electricians were entitled to a price different from the casual industrial buyer who purchased material for repairs and replacements. The hardware wholesalers, however, carry the same prices to all classes of trade regardless of quantity purchased and this is the most serious condition with which we have to deal today.

MELVILLE B. HALL, *Secretary, St. Louis Electrical Wholesalers Association.*

✦ **For Outstanding Service** in the promotion of electric cookery, George C. Estill (center), president of the Florida Power and Light Co., receives a silver trophy from George A. Hughes (left). The Hughes award also includes a check for $1,000. At the right is R. H. Fite, Jr., commercial manager of the Florida company. Mr. Hughes, the president of Hotpoint, made the presentation at the Edison Electric Institute's convention in Atlantic City last month.

Chicago Market Stable

The most important business of our June meeting was a discussion of the effect on our business that might result from the discontinuance of NRA activities. After much discussion which was led by Messrs. Roseth, Schmidtbauer, Millington and Weiss, the following resolution was unanimously adopted:

WHEREAS, the action of the Supreme Court has caused the elimination of our electrical code and NRA activities and might cause us to be concerned about our future actions.

THEREFORE, BE IT RESOLVED, that we believe it to be to the best interests of our membership, to the business of the country and also to the welfare of employees to continue to abide by the wages and hours specified in the code and also to continue to abide by the fair trade practices as outlined by the code.

The general feeling among our members is that, regardless of some things in the code which they believe could have been improved, the wholesalers prospered while operating under the code, and that they will continue to prosper by operating in the same way in the future regardless of what has happened. There is no chiseling in this market that can be traced to the Supreme Court's decision and, of course, we shall bend every effort that is legal to protect profitable markets in the future.

A. J. MCGIVERN, *Managing Director, Chicago Electrical Wholesalers' Association.*

Los Angeles Adheres to Code

Electrical wholesalers in southern California regret the dissolution of NRA as they were of the opinion that the codes provided a firm foundation for constructive educational activities and acted as a prop to the morale of the industry. They are, however, continuing to abide by code requirements pertaining to hours and wages.

At this time there has not been any serious break in the markets and no increase in chiseling has as yet come to light. It is expected that some firms may resort to this practice but it is felt that a firm policy against it, supported by public opinion, will keep chiseling at a minimum.

No program has as yet been developed to expand local collective activities but it is expected that the program which was in effect prior to and during the codes will be continued with very little change. This program has been considered quite effective and through the medium provided it is expected to continue the three points of the code which are considered of most importance, namely, the 40 hour week, proper charges for returned merchandise, and allowances of cash discounts only for payment by the 10th prox.

A majority of the wholesalers in this area are closed on Saturdays. They are very anxious to maintain the 40 hour week as it is their opinion that if the working week is extended it will result in re-opening for business on Saturdays, which is not considered necessary by most of those in the industry in southern California. A few houses have been open for business right along but this has apparently not resulted in much trouble to those who have been closing.

Tested Merchandising Ideas

Which the wholesaler's salesman can pass on to his dealers

Display of Turned-In Irons Stimulates Bargain Offer

Although the iron market is nearing the saturation point, dealers are not doing much complaining because the replacement market is coming in with a bang. One of the most successful methods of bringing this business into the store, seems to be the offer of a dollar for an old iron which is brought in as a trade-in on a new model.

The make or condition of the iron is not considered. In fact some dealers have found this "bargain" offer to be so attractive that housewives have resurrected discarded irons and offered them as a trade-in for a second iron for the home, keeping their good irons for possible emergency use.

A display of old irons that have been turned in is effective in calling attention to this offer. The window is the most logical place for it but it is also worth-while if arranged in a prominent place in the store.

•

Dealer Finds Weary Vacationers Good Cooker Prospects

Dealers who operate in communities that are adjacent to vacation spots ought to find this idea a real help in moving a goodly number of electric cookers. Here is what one dealer did.

He employed a few high school boys, who were anxious to earn a few dollars during their vacation, to visit the nearby camps and cottages and distribute folders, pointing out the joys of an electric cooker while on vacation. The boys, of course, were familiar with the territory and made the rounds at regular intervals so that new arrivals would not be missed. Many of the folders arrived just after the feminine head of the household had given up in despair over a cranky oilstove. She was in a mood to try anything that offered her relief from such trouble and besides, a few dollars comes a little easier out of a vacation budget. Of course, the folder pointed out the all-year-round value of the cooker proving that the investment would be lasting.

The dealer tied in with this distribution of circulars by featuring cookers in his windows and in his store. He also arranged a special on the item so that the housewife would have a further incentive to buy it immediately. The dealer found that the cost of the distribution of the folders was a negligible factor compared with his profit on the large number of cookers that he marketed.

Boosts Fall Sunlamp Sales By Summer Work With Doctors

Although this is not the season for sunlamp sales, one dealer finds that the summer is an ideal time for what he calls his "missionary work" on the item. During this time, he concentrates on the doctors of his community, explaining to them that he has a few sunlamps in stock, and in order to give them an opportunity to learn the benefits of his particular lamp at first hand, he offers them a two months trial with a substantial reduction in price, if they find the lamp to their liking.

He has found that this idea not only sells sunlamps to the doctors but what is more important, gives his fall sunlamp business a substantial boost. The doctors have had plenty of time to try the lamp and when the real season arrives they are his best salesmen by recommending the lamp to their patients.

Vacation Money

ELECTRICAL WHOLESALING will pay $5 for the best news sales idea submitted by a wholesaler or wholesaler's salesman on, or before, August 1, 1935. The editors will be the judges.

The only conditions are that the idea must have been actually carried out and the specific products must be mentioned. Both appliance and supply lines are eligible, and any wholesaler employee may participate.

Duplicate prizes will be awarded in case of a tie and ELECTRICAL WHOLESALING reserves the right to publish all ideas submitted at its regular space rates. Each contestant may send in as many ideas as he likes.

Finds Ensemble Display Sells Related Merchandise

Dealers are finding that the ensemble idea is helping to build sales in many different types of electrical appliances. Many, of course, have installed model kitchens in order to interest housewives in buying a number of different items at the same time.

A Seattle dealer has carried this idea a step further, however. In all his displays of electrical merchandise, he attempts to group items which are related by color, design or use. One of his displays which has increased sales consists of a coffee maker, waffle iron, cannister and casserole.

This dealer finds that a modernistic design which appears in a number of appliances catches the prospective purchaser's eye. Instead of buying the toaster as she intended, the ensemble idea appeals and a coffee service is likely to be purchased to match. Many times only one article may be bought at a time, but the customer remembers the similarity and returns later to make another purchase.

This is a simple display practice which pays real dividends in increased sales.

•

Names of Users In Window Builds Refrigerator Sales

Here's a little window display idea which a G. E. refrigerator dealer found to be a sales builder and a good-will builder for old customers as well. Whenever he sold a refrigerator to some one in the neighborhood of the store, he placed their name on a three by five card in letters large enough to be legible from the walk and placed the card in his window.

These cards were grouped, according to the number of years that the party had owned the refrigerator. As the heading for each group, he placed a large card bearing the title "Satisfied Users For One Year," "Satisfied Users For Two Years" etc. He carried out this idea up to seven years.

According to the dealer, few people pass this window without stopping to read the names. They are usually pleased when they find their own name or those of relatives or friends. It makes them feel more interested in the dealer and his store. In the case of those who are not customers, the display of names builds confidence in the dealer and his merchandise and his name sticks in their mind when they want a refrigerator or other appliance.

Read what E. A. Koeneman says about ELECTRUNITE

REG. U. S. PATENT OFFICE

Steeltubes

E. A. KOENEMAN ELECTRIC CO.
CONTRACTORS AND ENGINEERS
REPAIRING REWINDING
SAINT LOUIS

April 25, 1935
S-4

Electrical Division,
Steel and Tubes, Inc.,
224 East 13th Street,
Cleveland, Ohio

Attention - Mr. M.J.Whitfield,
Manager, Conduit Sales.

Gentlemen:

As pioneers in the Electrical Contracting field, and in the installation of ELECTRUNITE Steel Tubes, we believe that we are qualified to pass on the merits of this product.

On the St.Louis Custom House and Court House Building more than 200,000 feet of ELECTRUNITE Steel Tubes has been installed, and we are pleased to advise you that this installation so far is a very decided success in every way, and it is, therefore, our pleasure to recommend this material for all classes of construction.

It is our opinion that your product is a very important contribution to the Electrical Industry, both from an economic and a practical view point, and it is our intention to use it extensively on all future installations.

Very truly yours,

E.A.KOENEMAN ELECTRIC COMPANY

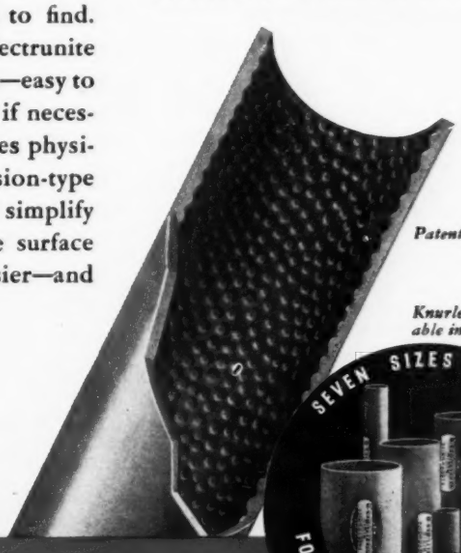
BY E. A. Koeneman

SAVES 5 TO 15%

". . . a very important contribution to the Electrical Industry, both from an economic and a practical viewpoint . . ."—that's what Mr. E. A. Koeneman thinks of Electrunite Steeltubes. And with his wide experience in the electrical contracting field, plus his practical knowledge of the advantages of Electrunite Steeltubes gained in installing more than 200,000 feet in St. Louis' new 4½-million-dollar Federal Building, he should be well qualified to judge electrical conduit.

The electric resistance weld that makes possible this threadless rigid conduit probably was of as little concern to Mr. Koeneman as it is to the strength of the conduit—for it's as strong as the wall and difficult to find. But he couldn't help but notice that Electrunite Steeltubes is light and easy to handle—easy to cut and bend, straighten and re-bend if necessary—that elimination of threads saves physical effort—that the three compression-type fittings make tight, safe joints and simplify installation—that the knurled inside surface makes wiring approximately 30% easier—and that with all the necessary couplings and connectors Electrunite Steeltubes actually costs approximately 5 to 15% less than threaded conduit. In addition, Electrunite Steeltubes affords full electrical and mechanical protection for wiring, and is widely approved.

Your contractor-customers, too, will become regular users of this cost-saving electrical metallic tubing, if you will have them give it a fair trial on one of their installations. And when they do, they in turn will repay you by giving you a steady volume of business on a profitable, fast-moving stock item. If you are not carrying genuine Electrunite Steeltubes, write us for information.



Patent No. 1,962,876

Knurled inside finish available in ½", ¾" and 1" sizes

Electrical Division

Steel and Tubes *Inc.*

WORLD'S LARGEST PRODUCER OF ELECTRICALLY WELDED TUBING

CLEVELAND . . . OHIO

SUBSIDIARY OF REPUBLIC STEEL CORPORATION

FHA to Promote Modernization Of Business Properties

New regulations permit insured loans up to $50,000 on equipment and machinery as well as buildings.

THE amendment to the National Housing Act, signed by the President on May 28, not only extends the FHA program to April 1, 1936, and raises the limit on loans eligible to insurance from $2,000 to $50,000, but it also covers loans on commercial buildings and industrial properties for *modernization of equipment as well as buildings.*

Revised regulations issued by Acting Administrator Stewart McDonald on June 4 state that loans in excess of $2,000 but not in excess of $50,000 will be insured by FHA when "made for the purpose of (1) repair, alteration, or improvement of real property already improved by, or to be converted into, apartment or multiple-family houses, hotels, office, business or other commercial buildings, hospitals, orphanages, colleges, schools, or manufacturing or industrial plants, or (2) the purchase and installation, in connection with the foregoing types of property, of such equipment and machinery, with or without any structural changes in the buildings, as are peculiarly adapted to the business conducted therein or necessary to the operation thereof."

The borrower may drive his own bargain with the lending institution and, if he can not obtain a loan on satisfactory terms from his usual banking connections, he can apply directly to FHA which will put him in touch with other lenders. The new regulations provide that "the financial institution may collect as interest and/or discount and/or fee of any kind, a total charge not in excess of an amount equivalent to $5 discount per $100 original face amount of a one-year note to be paid in equal monthly installments. This charge is a permitted maximum and not a mandatory rate and *a loan at any lower rate* is eligible for insurance."

FHA is placing a very broad interpretation on the phrase "equipment and machinery." It stands ready to insure loans on practically anything which is not portable and which is necessary to improve the business. Machine tools, shelving, partitions, store fronts, plate glass, lighting and ventilating equipment—all these are eligible. Moving equipment, such as industrial and hand trucks, also portable articles such as typewriters are not eligible.

In the case of stores, it is estimated that 65 per cent of the store fronts of the country are in need of modernization. Westinghouse, in cooperation with the Pittsburgh Plate Glass Co., has already announced a campaign to promote store front modernization, which will be tied in with the new FHA program.

Under its previous limit of $2,000, FHA has stimulated nearly half a billion of home modernization. A field staff of 300 men has been built up which is contacting banks and cooperating in the local campaigns which have been organized in nearly 8,000 communities.

The Housing Administration now proposes to utilize this trained personnel to sell the idea of commercial and industrial loans to banks, and to organize similar community campaigns to stimulate business modernization. A new booklet "Modernizing for Profit" will soon be available for distribution among owners and tenants of commercial and industrial properties. This will explain how to secure loans and will cite examples of typical properties where modernization has paid for itself out of increased earnings.

Under the new amendment, for example, it is possible for an apartment owner, or lessee, to completely modernize his property electrically, including refrigerators, electric heat, electric water heater, electric cooking, lighting, elevators and wiring. It is possible for an industrial plant owner to completely modernize his plant electrically with respect to motors, wiring, lighting, transformer equipment, power generation equipment, and, in fact, practically everything electrical which he requires.

✦ **Carrying Samples,** no matter how large, is no longer a problem for the salesmen of the Van Meter Co., Cedar Rapids, Iowa. This trailer, which is attached to the salesman's car, is capable of transporting anything from a refrigerator down to such light appliances as heating pads. Mr. Van Meter says that it has paid for itself many times (it cost only about $70). The dealer doesn't have a chance to say that he will come around to see the merchandise some time later as the salesman can take him out to the car. Any appliance can be actually demonstrated as the trailer is equipped with a long cord.

Meeting Chain Store Competition

(Continued from page 11)

turer in favor of the chains has also had much to do with the growth of the chain system. There is no economic reason why the manufacturer should sell to the chains at lower prices—unless his costs are actually less.

Some chains have undoubtedly been guilty of unfair competition. They have exploited labor and sold cheap and unsafe merchandise. Misrepresentation to the point of downright dishonesty is common to a certain element in each system of distribution. While the ethics of a few chains are questionable, those of the larger ones are comparable with the ethics of the average independent wholesaler or retailer. They may sell at lower prices, but in most states, there is no law against price cutting and selling below cost by chains has been greatly exaggerated. The chains are tough competition but they are playing a relatively clean game.

What is the wholesaler doing to meet this competition? From personal contacts with wholesalers, which do not, however, include any in the electrical field, it would appear that his offensive consists typically of roundly cursing his new competitors, of boycotting manufacturers who sell them (which is ineffective because the chains usually can find a way around such situations) and of generally blinding himself to the true significance of this new development in distribution.

There are, on the other hand, no less than five very definite steps which the wholesaler can take to strengthen his own position.

1. He can recognize that this competition is legitimate. The chain idea is fundamentally sound, and the chain stores will be with us for a long time to come.

2. He need not hesitate to actually confer with his new competitors with a view to securing market stabilization.

3. If the occasion arises he can register a complaint of unfair trade practices with the Federal Trade Commission.

4. He can organize trade associations, where they do not already exist, and see that each association employs a diplomatic and forceful managing director.

5. He can develop more intimate co-

operation between manufacturer, wholesaler and dealer.

6. He can spend less time in worrying about chain competition and devote more of his energies to improving his own operations.

The Case for Selective Distribution

(Continued from page 13)

stricted in their territorial activities.

2. A system of selective distribution limits a wholesaler's line. For example, a wholesaler may reason thus: "If I concentrate on the line of manufacturer A, and my customer asks for one or more of the products of manufacturer B, I will have to get the B products from some other wholesaler or lose this sale and perhaps others as well." This may be true, but when wholesalers attempt to carry every product for which their customers might call in stock, costly duplication in lines results, as well as scattered selling effort.

3. The danger that manufacturers will sell direct to users is sometimes regarded as a disadvantage of selective distribution. It must be admitted that many wholesalers have had the experience of concentrating on a manufacturer's line, building up a business in it with industrial users, in particular, and then having the manufacturer take it away and sell to such users direct. This is a serious and valid objection to selective distribution from the wholesaler's standpoint. Perhaps the only answer to this objection and the only way to prevent such a thing occurring is to have a thorough understanding of the manufacturer's intentions before entering into any selective distribution arrangement with him. Unless a wholesaler is convinced that the manufacturer is definitely committed to his policy and intends to adhere to it, he should not enter into any arrangement with him on any basis, exclusive or otherwise.

From the manufacturer's standpoint, the chief defect of a policy of selective distribution lies in the fact that, if the number of wholesalers in a territory is reduced to a minimum, sales volume is cut, and the way is left clear for competing manufacturers. This viewpoint seems to imply that the more wholesalers a manufacturer employs, the larger will be the volume of business secured. This, of course, is a fallacy, since one efficient distributor, or a limited number of such distributors, will produce far better results than a large number of inefficient distributors. Even if one assumes that the total volume of sales under a plan of selective distribution will be no greater than before, the net results accruing to the manufacturer would be greater, since the cost of selling to a carefully selected group of wholesalers is obviously less than the cost of cultivating the entire field, and making sales without regard to size, character or location of the wholesale customer. (At this point it might be well to mention one practice now being followed by a number of large manufacturers which most electrical wholesalers consider a very serious abuse. In their scramble for business these manufacturers have appointed a number of distributors in small towns that are usually covered by the metropolitan wholesalers' salesmen. In most cases these towns and surrounding territories do not contain enough population to warrant additional distribution and it splits up the volume to such an extent as to make the business unprofitable for all parties concerned, including the manufacturer.)

Another defect of a system of selective distribution, from the manufacturer's viewpoint, is that some business may be lost to competitors who are represented by other wholesalers. No doubt some business may be lost in this manner, but such a thing may happen under any system of distribution. Unless a manufacturer has a monopoly, he cannot expect to secure all the available business in his line.

Even though conditions vary with different manufacturers and with different wholesalers as far as the suitability of selective distribution is concerned, it is certain that the necessity for low-cost distribution will encourage this method of distribution. When all the manufacturers of certain products are trying to sell every outlet, confusion and waste result, for which the industrial as well as other consumers must eventually pay. In their efforts to reduce selling costs manufacturers will find it increasingly desirable to confine their distribution to selected trade outlets, instead of selling to all who are willing or competent to handle their products. Electrical wholesalers, likewise, will do well to concentrate their efforts in so far as possible on those lines for which they have exclusive or semi-exclusive rights, or in which competition is definitely limited. Such selective distribution should result in more orderly distribution, in closer relationships between manufacturer and wholesaler, and in reduced selling costs for both.

✦ **Concentrating On You,** is what Miss Sokoloff was saying to her typewriter when the bulb flashed. Everyone agrees that Miss Sokoloff does a real job of "secretarying" for M. C. Taradash, president, Hyland Electrical Supply Co., Chicago.

The Whole "Damm" Family. In other words, here are the employees of the Independent Electric Co., of Muskegon, Michigan, gathered with C. P. Damm, owner and president of the company, to have their picture taken. In the order of their appearance: Top row, left to right—Geo. Richardson, driver; Bob Bennett, stock clerk. Middle row, left to right—D. C. Damm, salesman; Ewald Rollenhagen, stock manager; John Poel, purchasing agent; R. C. Young, salesman; R. E. Meier, salesman; C. P. Damm, owner and president. Bottom row, left to right—Bessie Maheu, bookkeeper; Clarissa Bolthouse, Helen Porter, and Alpha Melander, stenographers. The fellow in the back is L. H. France, Appleton Electric Co.

Trade Associations

NEWA Selects Drake Hotel For Chicago Convention

The committee in charge of arrangements for the National Electrical Wholesalers' Association, to be held in Chicago September 23-27, has selected the Drake Hotel as convention headquarters. Commodity committees will meet on Tuesday and Wednesday, and general sessions of the convention will be held on Thursday and Friday.

The executive committee, at its Atlantic City meeting in May, recommended that the merchandising committees, including heating and motor driven appliances, radio and refrigeration, enlarge their scope of operations. Also, a special committee was appointed at that time, which will report to the convention on the desirability of amending the by-laws to restrict membership in the association to only such concerns as are actually electrical wholesalers.

•

Business Development Program Planned by NEMA

At its annual spring meeting held in Hot Springs, Va., in May, the program of the business development committee was approved by the board of governors.

The association plans to start the following activities on the basis of a three-year program:

(*a*) A program to promote adequate wiring in residential and commercial fields.

(*b*) The development of a program to promote a friendly relationship with the architects and builders throughout the country so that they would welcome and accept information which would insure more complete electrification of homes, offices, stores, factories, etc.

(*c*) The development of a program for contacting and assisting the group of electrical maintenance engineers which have been organized in certain industrial centers in the realization that they are an important medium through which can be obtained modernization of factories, commercial buildings, etc., by installation and utilization of up-to-date electrical machinery and equipment.

(*d*) A program of active cooperation with the electrical leagues throughout the country to assist them in reorganizing the League Council and aiding, in every possible way, in coordinating their activities and keeping them informed of business building programs which they can institute in the interests of their members.

(*e*) A plan for complete cooperation with national associations and member companies of other major groups in the electrical industry.

(*f*) A program for developing better mutual understanding between utilities and other retailers.

•

NEMA Prepares FHA Booklet For Dealer Use

"The American Standard of Living" is the title of a new, envelope-size folder of eight pages prepared under the supervision of the NEMA-FHA advisory committee.

The booklet presents the story of the FHA program in layman's language and makes clear the ease and low cost with which homes and business structures can be renovated, modernized and reinsured. It is designed to provide the electrical contractor and dealer with effective ammunition and to stimulate aggressive selling effort directed to the public. Space is provided for dealer's imprint.

•

Inspectors Open Drive On Unlabelled Plug Fuses

Local boards of fire underwriters in many localities have adopted a ruling that the label of the Underwriters' Laboratories will be considered as indication of approval of plug-type fuses. Inspectors have been instructed to report all cases where unlabelled fuses of this type are found to be installed. Leading manufacturers have been labelling their plug fuses for some time.

•

Department Store Men Discuss Appliances

Some 2,000 members of the National Retail Dry Goods Association, meeting at the Stevens Hotel, Chicago, last month, devoted one entire session to the merchandising of electrical appliances.

D. F. Kelly, head of "The Fair," Chicago, expressed the opinion that department stores are well prepared to merchandise and sell electrical appliances and that, combined with other retail outlets, they should be able to sell the consuming public without the aid of the utilities as a competing force.

W. J. Donald, managing director, National Electrical Manufacturers' Association, told the members that it was up to them to train their clerks because electrical appliances still require specialized selling. Another fault that he found with department store people is their tendency to undersell, thus upsetting the market.

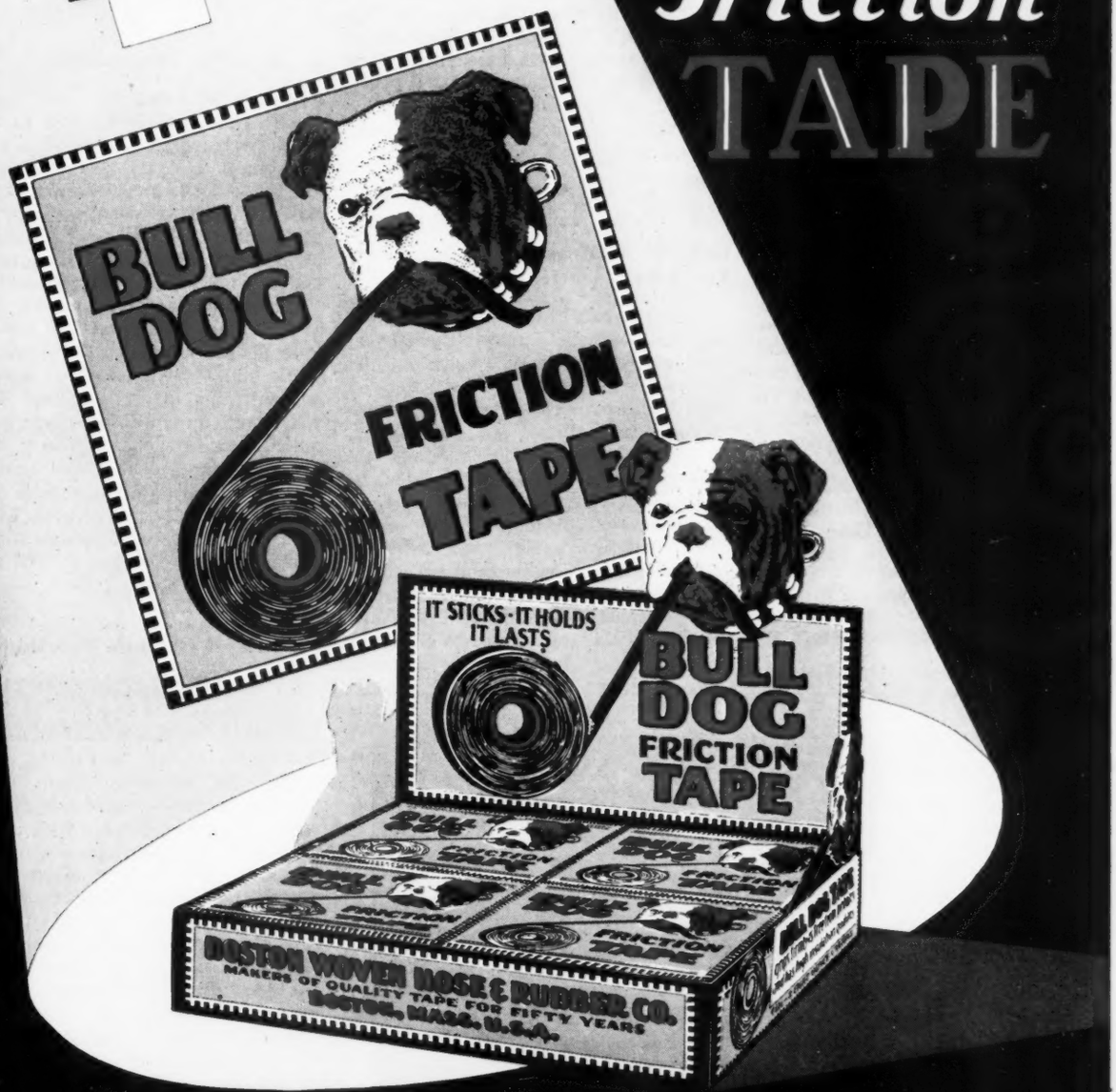
Howard E. Blood, president, Norge Corp., emphasized that refrigeration should be sold on its merits and usefulness alone, without giving away any discounts or premiums. In his estimation, if retail salesmen learn how the refrigerator is used in the home and how it can help Mrs. Housewife, he will meet with success. Mr. Blood also discouraged long term payments because new models and improvements are likely to make buyers on a three-year basis dissatisfied before their payments are completed.

John T. Pirie, Jr., Carson, Pirie, Scott & Co., Chicago, and Bentley P. Neff, Butler Brothers, New York City, both stressed the fact that wholesalers in all lines must add another job to their list of functions, to help their retailers in promotional and merchandising activities.

✦ **This Sextet** is part of the force of the Des Moines branch of General Electric Supply Corp. The left hand member of the "GE'ers" is H. A. Anderson, shipping clerk; then Miss Ethel Roberts, stenographer; E. E. Hill, operating manager; V. W. Torrance, product manager; Carl Swanson, stock clerk and the "right winger" is Al Brown, bookkeeper.

1¢ STICKS HOLDS LASTS

BULL DOG *Friction* TAPE



BOSTON WOVEN HOSE AND RUBBER CO.
CAMBRIDGE, MASS.

Wholesaler Activities

Stern Offers Washington Trip To High School Students

An ambitious program to enlist the services of high school students as junior salesmen for his dealers has been announced by Francis E. Stern, president, Stern & Co., Grunow distributors, of Hartford, Conn.

Dealers will be encouraged to organize Carrene-Washington Clubs in their communities. Members receive a club pin and register their refrigerator prospects with the dealer. As sales are made, the student receives credit in stamp-miles. Those who earn 800 stamp miles before January 1, 1936, will be taken on a four-day personally conducted tour of Washington during the spring vacation.

In addition, it is planned to tell the story of the vacuum method of refrigeration before the chemistry and physics classes of the high schools. "Our object," says Mr. Stern, "is to make the children of New England conscious of two things. First, and foremost, of Washington and the vital facts which are daily coming out of that very important center of government. Second, the fact that Grunow uses Carrene and that Carrene is a safe refrigerant for the child to recommend to his parents for installation in their own home."

•

Marshall-Wells Names Beer

J. A. Beer, 15 East 26th St., New York City, has been named as New York representative for the Marshall-Wells Co., hardware and electrical distributors with headquarters in Duluth. According to James Feir, manager of the company, the appointment was made in order to more conveniently contact eastern manufacturers. The company carries on extensive operations, through its branches throughout the Northwest and in Canada.

•

Greusel Makes Hole-In-One

Frank W. Greusel carried off the honors at the Wisconsin Radio, Refrigeration and Electrical Appliance Association's annual golf tournament held in Milwaukee recently. Mr. Greusel dropped an iron shot into the cup from the tee on the 142 yard, 14th hole for a hole-in-one.

•

Graybar Honors Six Employees For Long Service Records

Six Graybar employees, three men and three women, attained the 20-year service mark during the month of June. Two sales managers head the list. J. Philip Carson of Los Angeles receives the 25-year emblem, and Donald E. Pflasterer at Nashville receives the 20-year button.

J. Philip Carson, a graduate of the University of Minnesota, started his career with Graybar in June, 1910. He has always been in the sales end of the work, first in the capacity of salesman at Minneapolis, and then at Spokane, where in 1921 he was put in charge of sales. He was transferred to Los Angeles as sales manager in 1932.

Donald E. Pflasterer started in the stores department in Cleveland in 1915. He left to join in the World War. On his return he was sent to the stores department at Cincinnati. After several years as salesman, he was appointed sales manager of the Nashville branch in 1929.

Minneapolis is represented by their service man, Walter D. Anthony, who completes his 25th year of continuous service. May C. Foley, secretary to Walter Hoagland, district manager at Chicago, and Marion Pulis, a comptometer operator at the New York office, each receive their 25-year service button. Ruth Bowland, teller at Dallas, receives her 20-year decoration.

•

A. M. Little Reorganizes

The A. M. Little Co., Inc., Syracuse, N. Y., has been reorganized as a partnership composed of A. M. Little and his son, B. F. Little. Operating under the name of A. M. Little, the new firm will specialize on supplies and lighting equipment for industrial, commercial, public buildings, utility, municipal, school and residence use. Offices are at 421 Clarendon St. and warehouse is located at 405 South Townsend St.

In his announcement to the trade, Mr. Little states: "An electrical wholesaler concentrating on supplies and lighting and power equipment for industrial, commercial, utility and residence use is needed in the industry, and can render improved and more economical service. This is especially true if backed by personal and untrammeled operation and management."

•

Northland Extends Territory, Adds Salesmen

With business increasing, the Northland Electric Supply Co., Minneapolis, has added to its sales force and extended its operations into northern Iowa. The territory has been divided with Ben O. Horton, who has been with the company for some years, covering southeastern Minnesota and northeastern Iowa.

Russel Colberg, who has just joined the sales staff, will cover southwestern Minnesota and northwestern Iowa. He has been traveling southern Minnesota for another firm.

Roy W. Sanders, another new salesman, will travel northern Minnesota and eastern North Dakota. He is well known in the northwest territory.

In announcing this expansion, D. E. Ford, vice-president and general manager of the company, says that the new business is not due to increased building but rather to modernization and to range and water heater campaigns.

✦ **"Seats For The Ladies,"** and the fair ones at American Electric Co., St. Joseph, Mo., heeded the announcement. From the left: Misses Brock, Tourbier, Mahon, Hiskey, Newman, Hines, Skoken, Giessel, Osborn, Vawter. Standing next to Miss Vawter is R. A. Peck, vice-president. The gentlemen are, from the left: S. W. Beale, R. Waldo, A. Montgomery, C. A. Brown, E. Teenor, H. Gemmer, B. Foley, H. Borchardt, Jr., E. Shaffer, O. D. Black, B. Skinner, J. Krumrei, R. B. Brownlee and T. Courtney.

Chicago Commission Reorganizes

The district code commission for the Chicago area met on June 20, wound up its affairs as an NRA body, and reorganized to administer the federal trade practice rules in that district. H. D. Roseth, Co-Op Electric Supply Co., was re-elected chairman and A. J. McGivern, managing director, Chicago Electrical Wholesalers' Association, continues as secretary.

It is the purpose of this commission to hold regular meetings, to discuss in detail at each meeting a particular trade practice rule and then to write to all concerns in the district, who are amenable to the rules, giving them a clear explanation of that particular rule. All rules will be covered in this manner and Mr. McGivern explains that, by this method, all members of the trade will be made aware that the rules exist and should be observed.

•

G. E. Appoints Managers

New branch managers at Minneapolis and Memphis were announced last month by the General Electric Supply Corp. E. J. Petersen will direct activities at the Minnesota city while L. B. Rosebrough will take care of the job at the Tennessee metropolis.

•

Utility Electric Supply Opens In Brooklyn

D. S. Riscalla, formerly associated with Atlantic Electrical Distributors, has opened a new electrical wholesaling house at 370 Atlantic Ave., Brooklyn. It will be known as the Utility Electric Supply Co.

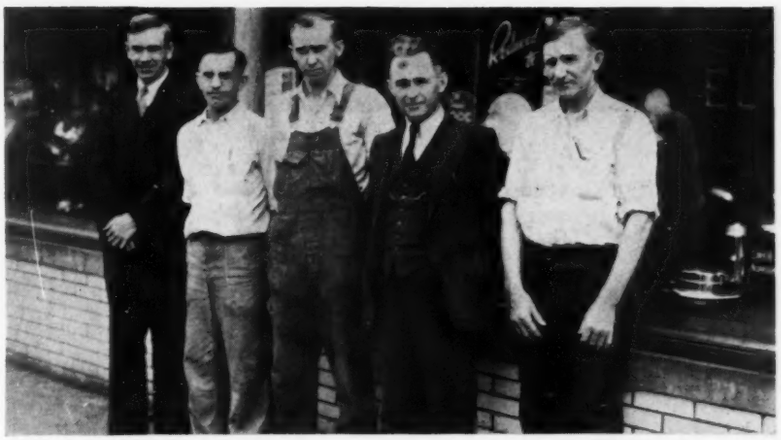
Personals

H. C. TROYER covers the entire territory for American Electric Co., St. Joseph, Mo., specializing on Meadows washers.

O. G. BILLINGSLEY and A. J. JOHNSON have joined the Terry-Durin Co., Cedar Rapids, Iowa, as specialty salesmen. Billingsley, formerly a dealer, sells Sparton refrigeration and Johnson handles Wayne oil burners, Oceanic air conditioning and Horton washers.

MORT KAUFMAN, at one time with a Cleveland wholesaler, is selling refrigeration in the local territory of Brown Camp Hardware Co., Des Moines.

V. TORRANCE is the new product manager on G.E. refrigerators at the Des Moines branch of General Electric Supply Corp. A local utility formerly employed Mr. Torrance.



✦ **Workers All** are these five members of the Electric Supply Co., Des Moines. This house is doing a good selling job on lighting units. Introducing from the left: R. L. Carter, manager, fixture dept.; Mat Schwab, shipping clerk; Phil Carlson, shipping clerk; C. E. Harding, sales manager, and R. W. Herselius, shipping room foreman.

WILLIAM J. GRAHAM, formerly with the Economy Fuse Mfg. Co., has joined the sales staff of the Gross-Chew Electric Co., Philadelphia. He will cover the Philadelphia territory.

JACK BETTER and JACKSON C. RESNICK are now serving as salesmen for the United States Electric Supply Co., New York City. Mr. Better will carry on his sales work in Brooklyn while Mr. Resnick will concentrate his efforts on department store business.

ARTHUR WILT is a newcomer in the ranks of the Sager Electrical Supply Co., Salem, Mass. Mr. Wilt will start at the bottom and learn the business.

F. M. TINKHAM and F. W. BREBNER are now associated with the William M. Fyffe Co., Brockton, Mass. They will handle the sales job in southeastern Massachusetts.

J. M. BURKE and J. W. BURDEN are newcomers to the firm of McCarthy Bros. and Ford, Buffalo. Mr. Burke will be engaged in sales activity in the western New York and northern Pennsylvania territory. Mr. Burden is serving at the quotation desk in the supply sales department.

J. E. BURTON, formerly with Stanley & Patterson, is now contacting industrial accounts for Joseph Kurzon, Inc., New York City.

•

Federal Reserve Report

Federal Reserve Banks have released the following percentage comparisons covering sales of electrical wholesalers for the month of March:

Federal Reserve District	April 1935 with March 1935	April 1935 with April 1934	To date with year ago
Chicago.....	+ 9.1	+14.0	+17.6
Philadelphia....	— 3	+14	+20
San Francisco...	+ 9.7	+18.7	+25.8
St. Louis.....	+10.3	+10.9	+ 9.4
Atlanta.....	+12.0	+31.9	+28.5

Obituary

Henry W. Tideman

Henry W. Tideman, who was widely known in the electrical field, passed away on Saturday, June 1, at St. Joseph's Hospital, Menominee, Mich., at the age of 71 years, after an illness of several years' duration.

Because of his prolonged illness, Mr. Tideman has been on the retired list for the past 18 months, but previous to that time he served as a vice-president in charge of engineering of the Signal Electric Manufacturing Co., Menominee, Mich.

•

Frederick B. Smith

Frederick B. Smith, Boston representative of the Hart Manufacturing Co. and one of the pioneers of the electrical industry, died recently after a brief illness. He was born in Hartford, Conn., but moved to Boston, the scene of most of his business activity, in 1892.

Except for three years as private secretary to the president of the Fort Collins Red Sandstone Co., Denver, Colo., Mr. Smith confined his business efforts to the electrical trade. He is survived by his wife and one son.

•

O. H. Page

O. H. Page, who has been New York State representative for the Appleton Electric Co., Chicago, for the past fourteen years, died Saturday, June 1. Mr. Page was fifty years old and leaves a wife, and one daughter, fourteen years old.

Manufacturers' News

Philco Provides Western Union Service For Repairmen

Radio owners whose sets may need adjusting or repair may now call a member of the Radio Manufacturers' Service by Western Union.

No charge will be made for this contact service. Created by the Philco Radio & Television Corp., it is a nationwide organization of servicemen, whose training includes courses from technical books prepared by radio engineers covering all types of installation and service problems on all sets. Their ability to perform their work satisfactorily is guaranteed by the endorsement of Philco distributors who pass on their qualifications before they are admitted to membership. There are already 13,000 of these servicemen in the United States.

•

Series of Meetings To Bring G. E. Radios to Distributors

Comprising the first sets in the history of the industry to incorporate the new metal tubes, the new General Electric radio line was presented to distributors, their salesmen and representatives of associated companies at a series of confidential meetings held throughout the country, June 21 to July 5, by members of General Electric's merchandise department, Bridgeport, Conn.

The new line shown at the meetings includes eight models, featuring 100 per cent metal-tube complements and other developments to be revealed with the first public announcement of the new fall line at a later date. The merchandising plan, together with advertising and sales-promotion programs, was also outlined.

Following these meetings, distributors will hold meetings presenting the sets to dealers, after which the radio line will be introduced on the market.

•

Standard Filling Stations Sell Beverages, Buy Coolers

Six carloads of Kelvinator beverage coolers were sold recently to the Standard Oil Co. of Indiana for installation in stations located in Indiana, Illinois, Michigan, Mississippi and Kansas. As an extension of Standard's service policy of giving every aid to the motorist, these coolers, equipped with water cooler and bubbler, will provide a cold drink of water to customers or give them the opportunity to buy a bottled beverage.

•

Square D Promotes Schueler

A. A. Schueler, manager of the San Francisco plant of the Square D Co., has been advanced to the position of general sales manager with headquarters in Los Angeles. A. S. Fraser takes over the managership of the San Francisco branch.

K. L. Sinclair has been named office manager and assistant sales manager. He was formerly manager of the clearing house of the Los Angeles Stock Exchange.

✦ **No Guessing Who** pays these hard workers on Saturday night or whenever it might be. Located directly across from the Des Moines, Iowa, post office, which is being enlarged, Mr. Merritt said that it was only right that his house should sell most of the supplies for the job. From the left, in front: H. Gale, shipping clerk; C. Gale, salesman; Dorothy Newell, stenographer; J. A. Leonard, merchandise specialist. In the rear row are: H. Thulin, salesman; T. Truman, chief clerk and the boss, G. C. Merritt.

✦ **Out In Front** of the United States Electric Co., Springfield, Ill., stand two gentlemen who are the "brains" of the firm. R. S. Dobbins, president and manager, wears the dark suit while J. H. Wolf, vice-president and purchasing agent prefers the lighter shade. Activities of this organization are carried on in a modern, two story, brick building.

W. E. Daw To Cover New York State For Killark

Although he makes his headquarters at 164 Oliver St., Boston, Walter E. Daw will confine his activities for the Killark Electric Mfg. Co. to the State of New York outside of the metropolitan area. Electrical Agencies, Inc., which has been representing the Killark company in New England for the past 20 years, will continue to serve them in that territory.

•

Hickox Made Kentucky Colonel

Norman B. Hickox, vice-president in charge of sales, Curtis Lighting, Inc., Chicago, has been commissioned a colonel by Governor Ruby Laffoon of Kentucky. He has been named as aide-de-camp on the Governor's personal staff.

•

Wilson Subsidiary Changes Name

Wilson Lighting, Inc., has announced a change in the name of one of their recently formed subsidiary companies. The Mogul Floodlight Mfg. Co. will henceforth be known as the Wilson Floodlight Mfg. Co.

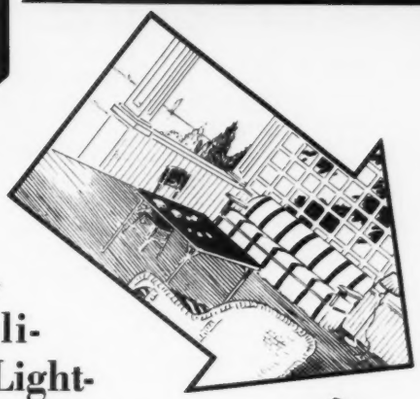
•

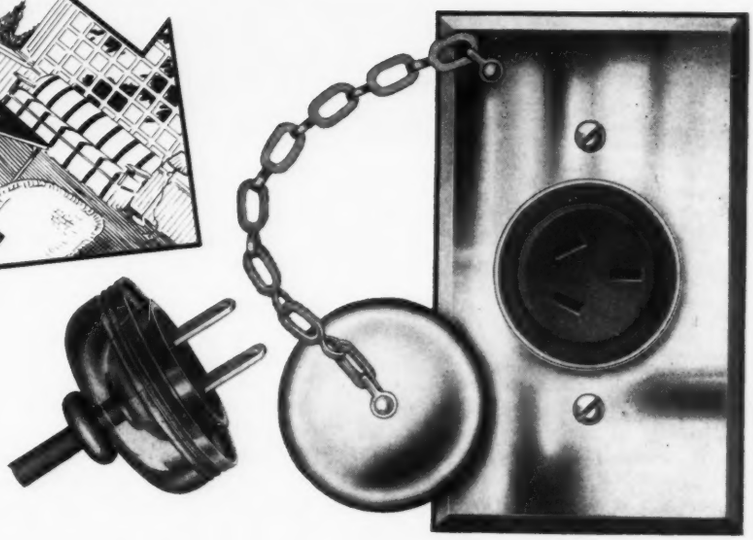
New Cleveland Agency Formed by C. F. Powers

The C. F. Powers Co., 325 Union Building, Cleveland, Ohio, has been formed to act as electrical manufacturers' agents in the state of Ohio. Mr. Powers was formerly with the Power-Jones Sales Co. With him is associated H. W. Allen, Jr., son of Harry Allen, one of Cleveland's veteran wholesalers.

BRYANT
SUPERIOR WIRING DEVICES

BRYANT OUTDOOR RECEPTACLES

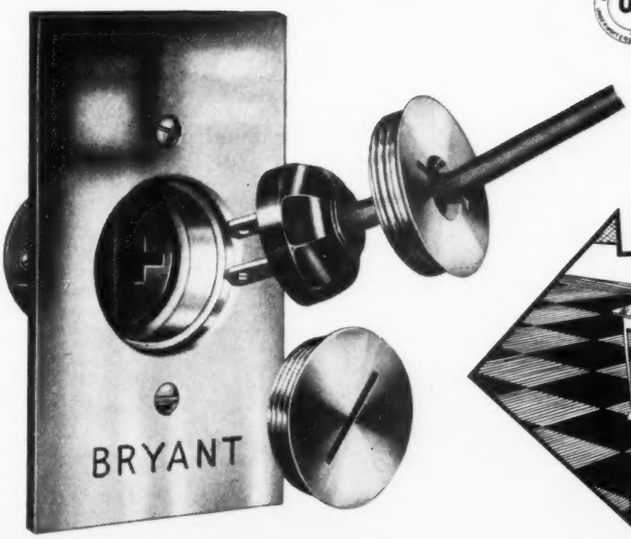


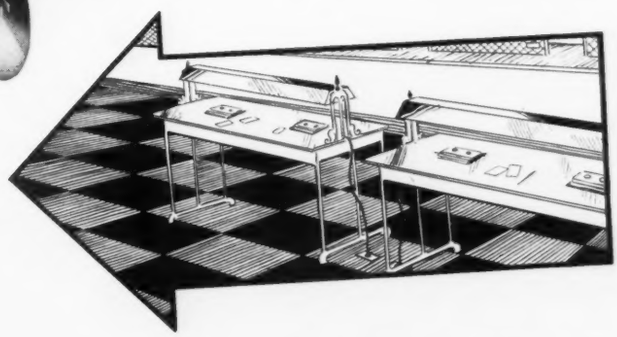


For Outdoor Appliances and Lighting for Verandas, Terraces, Garages, Gas Stations—wherever moisture-proof outlets are needed.

FLOOR RECEPTACLES

No. 3795 Two-Wire Receptacle.
No. 3796 Three-Wire Receptacle.
No. 3797 Metal Cap with Rubber Bushing.





No. 3798 With Square Edge Plate.
No. 3799 With Bevel Edge Plate.

For use wherever a flush, water-tight outlet is needed at a distance from the wall.

BRYANT *Superior Wiring Devices*
Manufactured by THE BRYANT ELECTRIC CO., Bridgeport, Conn.
MANUFACTURERS OF "SUPERIOR WIRING DEVICES" SINCE 1888 . . . MANUFACTURERS OF HEMCO PRODUCTS
NEW YORK 100 East 42nd Street . . CHICAGO 844 West Adams Street . . SAN FRANCISCO 149 New Montgomery Street

THE WIREMOLD ZONE

THERE IS A WIREMOLD ZONE OF USEFULNESS AND PROFIT IN EVERY FIELD OF WIRING PRACTICE!

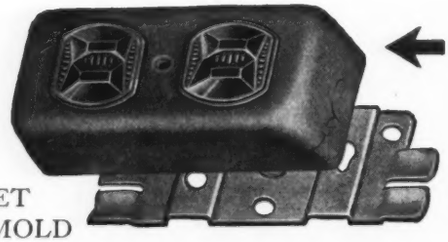
NUMBER 9 OF A SERIES ON WIRING OPPORTUNITIES

For instance—

FAN JOBS

and the famous WIREMOLD

"Forty Threes"



USED WITH 200 MIDGET WIREMOLD

← 243 and 5743

USED WITH 500 OR 700 WIREMOLD

NOW is the time when your customers clamor for more outlets—in a hurry. As usual Wiremold provides the answer—a quick, economical and satisfactory installation.

THE WIREMOLD COMPANY, Hartford, Conn.

Los Angeles Distributor Uses Home Loan Specialists

Thoroughly convinced that there are extensive sales possibilities in FHA, George Silzer, wholesale manager of the George Belsey Co., Los Angeles distributors, has worked out a plan with many of his dealers for the employment of "home loan specialists." These men study all phases of the National Housing Act and offer their services to anyone contemplating home repairs or modernization. The service is offered without charge and is brought to the attention of the public through small advertisements in the newspapers.

These specialists sit down with the prospect and map out his requirements, suggesting the modern kitchen idea, relighting, re-wiring etc., wherever they can find a need for such items. They then carry on the negotiations for the loan and follow it through to the end, taking the entire job from the home owner's shoulders. Each prospect so appreciates this service that they bring their friends around for help and the "home loan specialist" soon has his hands full.

The plan is growing rapidly among the Belsey dealer organization and is bringing concrete results in the way of good business. One dealer recently closed five FHA deals within a week, one of them including the sale of a range, water heater and refrigerator. Others have had even more satisfactory results.

•

Electrical Equipment Leads In Store Modernization

Reports from some 154 department stores which have recently undergone extensive modernization, show that air

✦ **Ambition and Experience** make Carl H. Neitzel a first class sales manager. Carl was interrupted in his work at Terry-Durin Co., Cedar Rapids, Iowa, to take a peek at the camera. His men have been enjoying better sales and he expects the sales graph to continue its upward course.

conditioning ranks first on the list with new lighting equipment in second position. Of the 154 establishments, 48 installed air conditioning systems and 33 featured new lighting in their plans.

Lighting equipment is also playing a major role in extensive alterations which many of the leading chain stores are now instituting. In many cities, store modernization is playing an important part in restoring business activity.

o

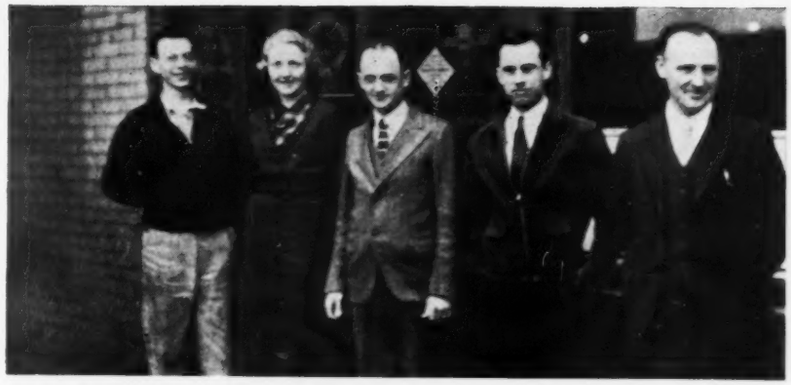
Ambitious Housing Program Launched by General Electric

Marked progress in its ambitious housing program, calling for the construction of 1,300 modern homes by September 1, has been announced by the General Electric Co. with the release of definite figures on building projects which are actually under way in some of the country's larger cities. Under its "New American" home-building program, committees have been and are now being formed in communities throughout the United States, composed of G.E. dealers, public utility representatives, and builders, for the purpose of constructing one house for each hundred thousand of population. As many of the houses as possible were started about June 15, taking added impetus from the support of the Federal Housing Administration which bent every effort to launch a nation-wide, home-building movement on that date.

The New York committee, one of the first to be organized and begin operations, is planning on the erection of 50 houses in the metropolitan district, according to Rex Cole, chairman. In the Chicago area another 50 homes have already been promised by the committee there, and the Pittsburgh committee has plans under way for the construction of 35. Altogether more than a hundred local committees have reported to J. F. Quinlan, manager of the campaign, in New York, and these are now engaged in lining up builders who will begin work.

The "New American Homes" campaign is the outgrowth of the recent General Electric architectural competition, in which more than 2,000 sets of drawings were submitted by 9,000 architects. A selection of the best plans is being made available to builders, with working drawings. The employment of local architects, at least in a supervisory capacity, is being recommended. It is estimated that the program will provide employment for at least 50,000 workers, with an investment of approximately $10,000,000.

The plan is in every sense a co-operative one, the builders being responsible for the homes, with the aid of the FHA and local banks. Upon their completion the houses will be featured by General Electric in local and national advertising, and representatives of the company will assist in publicizing and promoting their sale. It is planned to have the houses open for public inspection during the months of September and October. Credit will be extended by General Electric also to electrical dealers and distributors to cover the sale of basic electrical equipment involved. Several national magazines are planning to feature selected designs in their forthcoming issues, giving special attention to the furnishing and decoration, and in some cases actual construction is contemplated. The support of the local utility company in every community is being sought in each case by the committee.



✦ **A Smile Goes A Long, Long Way** is a tune that made a lasting impression on these five members of the Burlington, Iowa, branch of Crescent Electrical Supply Co. From the left the grouchless folks are: Ben Western, counter man; Miss Ruby Ericksen, stenographer; B. L. Robinson, salesman; Norman Smith, bookkeeper, and L. G. Gloor, salesman.

o

Radios Top Want Lists

A survey of what families want to buy next has recently been conducted by the marketing department of DePaul University, Chicago. It covers the city of Chicago, and 5,931 families were personally interviewed. Approximately 50 interviewers were used in different parts of the city, in order to obtain an available cross section. The first choice was radio, followed by automobiles. Copies of the complete survey may be obtained from DePaul University without cost.

o

New York Edison Revises Merchandising Policy

In order to increase the sale of appliances by dealers, the New York Edison Co. and the United Electric Light and Power Co. have adopted a new cooperative plan which will require the help of manufacturers, distributors and dealers as well as the utilities. Under the new setup, orders taken in the various showrooms of the company will be distributed to the manufacturers, whose equipment is selected by the customer.

The manufacturers will then distribute the orders to the appliance dealer whose place of business is in the neighborhood of the customer's residence. By this plan it is hoped to promote the development of the neighborhood electric appliance merchant. As soon as practicable, a plan for the dissemination of leads, as well as orders, will be put into effect.

o

"Better-Sight" Drive Reaches Cleveland Street Cars

Cleveland has the distinction of being the first city to apply the principles of the "Better Light-Better Sight" campaign to street cars. The Cleveland Railway Co. has equipped a car with a new and unique system of railway lighting providing 25 footcandles of soft illumination. This is six times as much light as is found in the average street car.

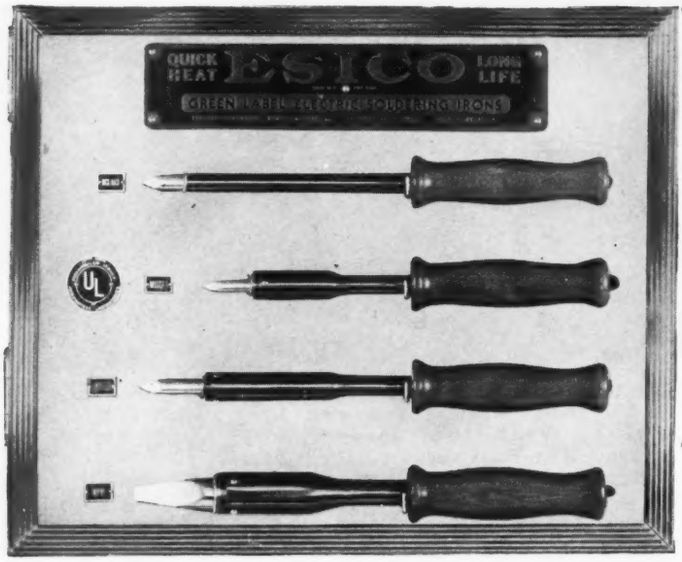
Lighting troughs are mounted on each side of the car just below the ceiling and just above the advertising card panel. Each trough contains 49 lamps. Their light is diffused because of their inside-frosting, the satin-finished aluminum troughs and the snow-white arched ceiling of the car. The troughs are so positioned that no annoying shadows are cast by the standees upon the newspapers of the seated passengers.

The system was developed at Nela Park in cooperation with the Electric Railway Presidents' conference committee and the Cleveland Railway Co.

o

Department Store Refrigerator Sales Show Sharp Gain

Department stores this year will account for 25 to 30 per cent of electric refrigerator sales, it is predicted by Ralph C. Cameron, manager of the department store division of General Electric's specialty appliance department.



ESICO 4 IRON DISPLAY BOARD

The total list price of this permanent display is $10.60. The net cost to the dealer is $6.36. You can sell one of these inexpensive display assortments to every one of your dealers.

Write us for catalog sheets illustrating and describing this money maker, and for information regarding our cooperative activities with distributors.

ELECTRIC SOLDERING IRON CO., Inc.
342 West 14th St. New York, N. Y.

1935 EDITION—VERIFIED DIRECTORY OF ELECTRICAL WHOLESALERS

Contains the following information On 1086 Active Wholesale Houses

1. Firm name
2. Address
3. Branch and affiliated houses
4. Memberships in National and Local Associations of Electrical Wholesalers
5. Names of officers and department managers
6. Territory covered
7. Number of salesmen—city, country and counter
8. Floor space occupied
9. Size of inventory
10. Lines handled (supplies, appliances, radio, fixtures)

Price $15 per Copy

Order from

The Electrical Trade Publishing Co.
330 West 42d Street New York City

Among the Trade • • •

BY A. B. (BUD) CONKLIN
Western Field Editor
ELECTRICAL WHOLESALING

Business throughout the middle-west is on the upward climb, judging from comments of wholesaler executives in ten states in that territory. Supply lines have been moving to some extent. This appears to be due not only to the work on government buildings, such as post offices, schools, etc., but also to new stores, and apartment buildings containing small flats, and to residences for people of moderate income which are going up here and there. On re-wiring old buildings, proper credit must be given FHA—they have done a great job in creating interest and in loosening pocketbooks.

•

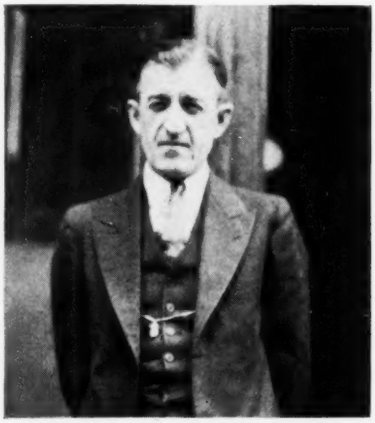
Along that line, it was brought to our attention (unofficially) that five more buildings were torn down in Minneapolis than were erected last year. Our unofficial observer however is not a dyed-in-the-wool pessimist as he tells us that the northern city expects to welcome at least a thousand new buildings during 1935.

•

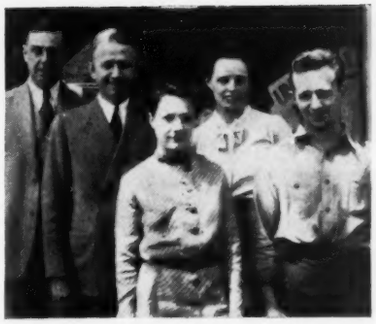
Rather early to tell what will happen to the price structure, labor conditions, etc. now that the Supreme Court has ruled out NRA, but retailers, wholesalers and manufacturers in all parts of the country are holding meetings to uphold prices and continue labor conditions as suggested by the NRA codes,

•

Although the general business of wholesalers in the middle-west shows



✦ **Pushes Electrical Lines.** R. W. Hartman is another former member of the hardware field who has been pushing electrical supplies and appliances during the past few years. From all reports he is doing right well as manager of the electrical department of Harper & McIntire Co., Ottumwa, Iowa.



✦ **Four Out Of Five** fight for "dear old Van Meter Co." There's an enjoyable atmosphere in that Cedar Rapids, Iowa, house, so the fighting is fun after all. L. C. Sarles, left, travels that territory for the Chicago Flexible Shaft Co., then comes R. L. Van Meter, president; Miss Woolwine, stenographer; Miss Safley, bookkeeper. and Russell Pendleton, shipping clerk.

signs of improvement, one line that has suffered compared to '34 is fans. By May of last year, sales were stepping along due to excessive heat with no rain. This year the situation has been reversed. Too much cold weather and plenty of rain, so no one has given much thought to keeping cool. Fans are beginning to move now, however. And after all the farmers need rain if they are to make any money, so the wholesalers ought to more than offset their loss of fan business by the sale of other electrical devices later on when the crops are sold.

•

Looking over the personal columns of ELECTRICAL WHOLESALING for the past several months, it is quite noticeable that the majority of new salesmen are specialists. That is they are going to sell one of several fields—such as, major appliances or lighting or supply lines or smaller appliances. Apparently it is the opinion of most wholesaler executives that salesmen who specialize on associated lines can do a better job than if they try to sell every item on the shelves and show floor.

•

After several bad years the fixture business is picking up again. It might be due to the fickleness of the public, but it is the opinion of many that recovery is due to improved designs in all fixtures also the fact that manufacturers are now producing units that are really suitable for all types of homes and rooms. Many wholesalers are taking advantage of the improved fixture market to stock and push these lines. They carry a good gross profit.

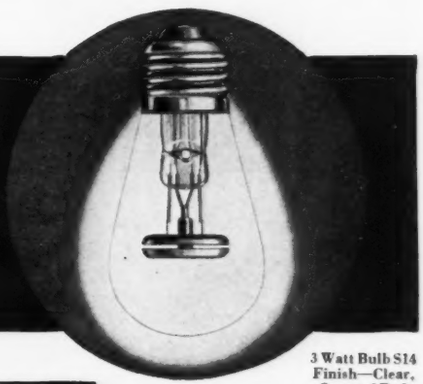
•

Another item found on the shelves of many wholesale houses is the Neon or luminous tube sign transformer. It is a fairly profitable item and one that is not nearly as technical as the casual observer might believe. It appears to offer sales possibilities for the distributor of electrical supplies.

Every CUSTOMER...

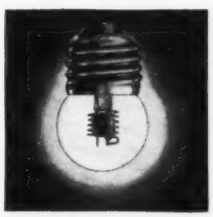
A PROSPECT FOR THIS FAST-SELLING LINE

NEON GLOW LAMPS



3 Watt Bulb S14 Finish—Clear, Sprayed Red or Yellow

2 Watt, 115 Volts—S14 Bulb Finish—Clear, Sprayed Red or Yellow



1 Watt, 115 Volts—G10 Bulb

½ Watt, 115 Volts—G10 Bulb Supplied in 1.0 Watt for 220 Volts

¼ Watt, 115 Volts—T4½ Bulb Supplied with Candelabra Screw Base Only

Just ask them to buy... let them know you handle these fast-selling Neon lamps. For every customer on your books can use NEON GLOW LAMPS . . . for pilot and indicator lights; exit lamps; test lamps and 100 and 1 other uses to which a long-life, low-wattage lamp is suited. You encounter no sales resistance for there is no other lamp that offers all its advantages . . . no other lamp that has a life of 3,000 hours and costs next to nothing to operate . . . that resists vibration and shock . . . that operates without lag. And you can fill any requirement; for NEON GLOW LAMPS are made in sizes from ¼ watt to 3 watts, operating on both AC and DC, and fitting standard sockets. Remember, every customer is a prospect; and remind them to buy . . . General Electric Vapor Lamp Company, 891 Adams St., Hoboken, N. J.

GENERAL ELECTRIC VAPOR LAMP COMPANY

641 Copr. 1934, General Electric Vapor Lamp Co.

What's NEW

Porcelain Enamel Range

With four surface units, this electric range A-64 is a companion to the manufacturer's three unit range known as A-63. In addition to the extra unit, the range includes a drawer, mounted on roller bearings, that may be adapted as a warming compartment by the installation of an extra element; new end panels furnished in vitreous enamel and streamlined design. Other features include: three heat, universal type, load-balancing switches; heavily constructed double brick, platform units; rugged and reliable, direct-acting thermostat; large, visible pilot light; positive-action door latch and a large aluminum broiler pan. There are two oven units and an appliance receptacle located on the front of the range. Finish is white with black trim. Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.—*Electrical Wholesaling*, July, 1935.

Neon Indicator Lights

Operating on standard commercial voltages, this line of tiny neon pilot lights called "Indicator Tattelites" is designed to tell when motor, heater, electric clock, radio or toaster is operating, either directly or in remote control circuits. Conversely, they can be made to indicate

open circuits or switches, blown fuses, etc. The lamps have a life of 3,000 hours and are not affected by vibration. They consume about one thousandth of an ampere. The bulb, believed to be the smallest in commercial use in the world, measures one inch by one quarter inch in diameter. It is equipped with octagon-shaped bases, similar to those used on switchboard lamps. Dead front, panel type mountings, having clear, phenolic resin caps, are available. Littelfuse Laboratories, 4507 Ravenswood Ave., Chicago, Ill.—*Electrical Wholesaling*, July, 1935.

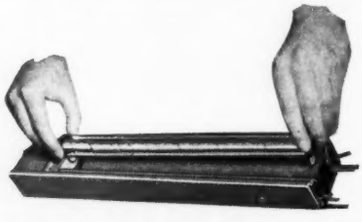
Electric Casserole

Equipped with two separate aluminum food containers, this electric casserole will cook two different foods at the same time. This unit has both a low and a high heat. Connects to any electric light socket. Finished in ivory enamel with green enamel band at the top rim. There is a heavy aluminum lining, surrounded with a thick wall of high insulating mate-

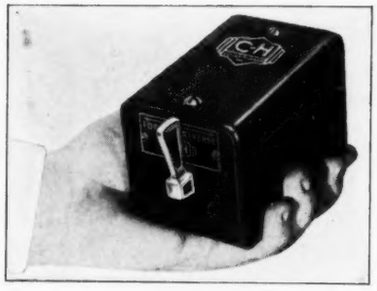
rial and encased in a steel outer shell. It has a capacity of three quarts. Landers, Frary & Clark, New Britain, Conn.—*Electrical Wholesaling*, July, 1935.

Lumiline Light Strip

Making possible lines of light without the customary dark spots or shadows, these lumiline lightstrips are equipped with receptacles at each end which hold the snap-in caps, fastened on each end of the lamp. Screw base sockets are not used. The bright aluminum reflector is highly polished and the other parts are cadmium plated. The 18 inch length, when fitted with 30 watt lamps, provides a soft, decorative, luminous effect. The 60 watt lamp, used also with the 18 inch length, will furnish direct or indirect light from a very compact light source of sufficient intensity for better seeing. A 40 watt lamp will produce similar results when used with the 12 inch unit. Curtis Lighting, Inc., 1123 W. Jackson



Boulevard, Chicago, Ill. — *Electrical Wholesaling*, July, 1935.



Drum Type Switch

Combining small size with a simple, sturdy mechanism and high capacity rating, this drum type reversing switch is of the across-the-line type. Known as Bulletin 9441, Type V1, it employs "twin-break" contacts and moulded arc barriers to give it an exceptionally high rating and long life. It can be furnished in either a standard enclosure or as a skeleton drum with mounting plate for built-in applications on machines. All arcing parts are designed to give long wear and to be easily renewed. The switch is applicable to almost any type of single phase, polyphase or d.c. motors. It can also be used as a three pole, double throw switch by removing jumpers. Its nominal eight hour rating is 15 amps. Cutler-Hammer, Inc., 476 N. 12th St., Milwaukee, Wis.—*Electrical Wholesaling*, July, 1935.

Refrigeration Wrenches

This line of wrenches is especially designed for work on electric refrigerators.

There are flare nut and switch adjusting wrenches of various styles and ratchet wrenches for refrigerant cylinders, shut-off valves, compressors and motors. A complete assortment of packing nut and valve stem keys is also included in this new line. Bonney Forge and Tool Works, Allentown, Pa. — *Electrical Wholesaling*, July, 1935.

Liquid Food Warmer

Made of chromium plate with a diamond lustre finish, this milk and liquid food warmer is designed primarily to heat the baby's milk to the proper feeding temperature. An extra cover permits the use of the unit for heating water quickly for hot drinks, cooking eggs or heating any liquid for the sick room. With the food pan, it can be used for heating purees of vegetables and similar dishes. A safety fuse plug prevents injury to the appliance should the water boil out. It

is easy to keep clean and will not rust or tarnish. Sturdily built, the warmer provides economical operation. An eight ounce hygeia bottle is included. Landers, Frary & Clark, New Britain, Conn.—*Electrical Wholesaling,* July, 1935.

Service Station Floodlight

Designed especially for lighting the driveways and buildings of service stations, this open-type floodlight is inexpensive. The shape of the reflector is such as to give the most efficient distribution of light, for this service, that can be effected with an open-type unit. Known as type AL-46, this floodlight is strongly constructed of sheet steel and cast aluminum with a double fire-enamel finish, which provides a durable reflecting surface and long life. An auxiliary parabolic reflector of aluminum is available, with which a more or less concentrated beam can be superimposed upon the general distribution of light from the unit. Five

types of mountings are also available. General Electric Co., Schenectady, N. Y. —*Electrical Wholesaling,* July, 1935.

Tester and Fuse Puller

Designed to test circuits from 110 to 550 volts and to test, remove or replace fuses from 30 to 100 amp. capacity, this new combination tool can also be used for handling "live" electrical parts, adjusting loose cut-out clips and "fishing" for loose articles surrounded by live wires. The tool resembles a pair of pliers and is made from molded reinforced bakelite. It is a non-conductor. Being only seven inches long and weighing but six ounces, it can easily and comfortably be carried in the pocket. Test pins, which are mounted in the handle ends, are adjusted for various spans by opening and closing handles. Test light is enclosed in one of the handles in order to safeguard it from damage.

Flexible extension leads are 18 inches in length and are available either one or two with each tool as required. Ideal Commutator Dresser Co., Sycamore, Ill.—*Electrical Wholesaling,* July, 1935.

Aluminum Commercial Unit

Made of high-grade, etched aluminum, this "eye-comfort Luminaire Trump" is available in three sizes using lamps ranging from 200 to 1,500 watts. The "lunax" aluminum is processed to provide a clear, hard, protective coating, more durable than lacquer. The finish gives the fixture an unusual silvery appearance. The manufacturers claim that it will retain its brightness and original reflecting efficiency. A feature of the stem hanger is the self-aligning fitting in the canopy which insures a true hanging even if the outlet box or stud is crooked. The stem

is easily shortened on the job without rethreading. The fixture is easily relamped and cleaned by unhooking one of the three arms supporting the bowl. The unit lends itself well to any style of interior. Curtis Lighting, Inc., 1123 W. Jackson Blvd., Chicago, Ill. — *Electrical Wholesaling,* July, 1935.

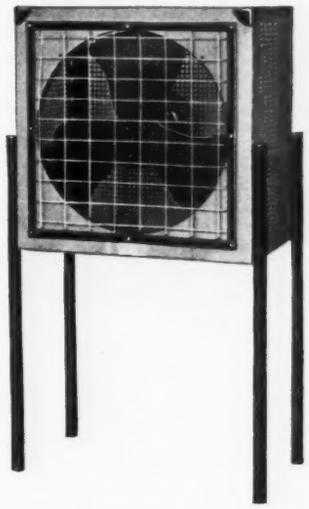
Single-Unit Auto Radio

Equipped with a three-gang condenser, provided with traps and filters to eliminate the use of spark plug suppressors and lower battery drain, this auto radio known as Model 1-A is a single-unit set with automatic control and tone control. It has five tubes, three of which are multipurpose tubes in connection with a non-synchronous vibrator. Provision is made for a choice of three mountings of remote control—on steering post, on instrument panel or beneath instrument panel. Emer-

son Radio & Phonograph Corp., 111 Eighth Ave., New York City.—*Electrical Wholesaling,* July, 1935.

Attic Ventilator

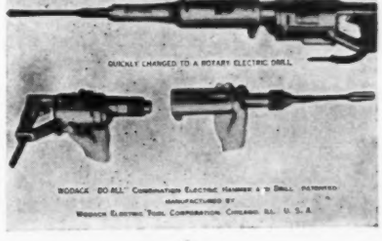
Specially designed for efficient and quiet operation, this improved air circulator known as type HV-1B consists of a motor mounted on a resilient base and a directly connected aphonic pressure-type propeller fan with orifice. Both are assembled in a sturdy cabinet finished in



durable gray with nickel trim. The unit has a variety of applications. It may be set in front of an attic window and plugged into the nearest electric outlet or it may be permanently installed with duct connection to the outside and with suitable electric wiring, time switch and other accessories. When connected to a 110 volt, 60 cycle power supply, this air circulator delivers, depending on the back pressure, from 2,200 to 2,900 cubic feet of air per minute with a corresponding power input of 260 to 210 watts. General Electric Co., Schenectady, N. Y.—*Electrical Wholesaling,* July, 1935.

Electric Hammer-Drill

Powered by a universal motor with forced draft ventilation, this combination electric hammer and drill may be operated from any light socket. The hammer mechanism is so constructed that there



are only two working parts, both of which are made of especially treated steels to give long life. By simply opening the chuck and loosening a cap screw, the hammer member may be removed and the tool used as an electric drill with a capacity of three-eighths of an inch in metal. It may also be used as a portable grinder and buffer. When used as a hammer with star drills, this "Do-All" tool drills holes in concrete and masonry up to 1¾ inches in diameter. With special tools, it will also do chipping, chiseling, cutting and vibrating. Wodack Electric Tool Corp., 4627 W. Huron St., Chicago, Ill.—*Electrical Wholesaling,* July, 1935.

Indoor Floodlight

Featuring a new runner-mounting construction which provides a two-point suspension for the reflector, and permits the

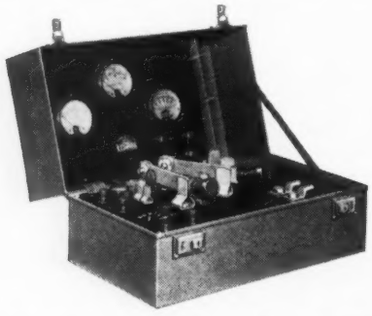
use of a one-screw universal adjustment, this indoor floodlight is of unique design. The reflector is of highly polished, non-tarnishing alloy, with a lacquered aluminum-bronze finish on the outside. Two bases are furnished with each floodlight, a large portable type and a small cast base for screw-down, permanent mounting. The unit is completely wired with heater cord and plug and has a porcelain socket. A color-holder and set of color screens are included. The unit accommodates 150-200 watt lamps. It is intended to retail at $3.15. Wilson Lighting, Inc., 411-413 S. Clinton St., Chicago, Ill.—*Electrical Wholesaling,* July, 1935.

Nite Lite

Made with a switch and an adjustable bakelite shade, this Snapit Nite Lite plugs into any outlet. It employs a seven watt Mazda lamp. Will burn all night at a cost of less than three cents a week. May be turned on or off by switch in the base without removing from outlet. Comes in various shades to harmonize with the color scheme in the home. Priced to sell at 39 cents retail, complete with lamp. Marks Products Co., 84-90 N. Ninth St., Brooklyn, N. Y.—*Electrical Wholesaling,* July, 1935.

Circuit Tester

With three high grade meters symmetrically mounted on polished black bakelite panel, this circuit tester No.

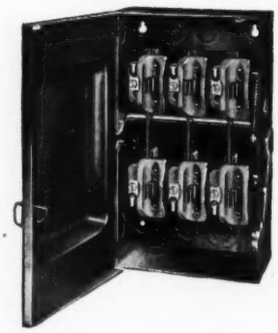


3-DA is arranged for multiple readings. The case is of welded steel, finished in dark green enamel. There are two small compartments for leads, tachometer, data, etc. The simple switching mechanism is cadmium plated and is mounted on a polished black bakelite panel. Shunts and resistances are concealed and permanently connected to the instruments through a miniature switchboard. Designed for use by maintenance engineers, industrial electricians, master mechanics and field inspectors. Leonard Electric Mfg. Co., 3907 Perkins Ave., Cleveland, Ohio.—*Electrical Wholesaling,* July, 1935.

Industrial Safety Switches

With improved and simplified switching mechanism, this line of Type "A" industrial safety switches provides added convenience in installation and greater dependability. The "Quadbreak" switching mechanism in the 575 volt unit provides four current rupture points in each leg of the circuit. This reduces arcing tendency

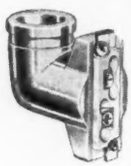
to a minimum and prolongs the life of the switch. A complete unit block can be removed from the cabinet without disturbing the remainder. The blocks are more rugged and have been designed, along with contacts and moving parts, to stand up under severe overloads. The 250 volt type uses the "dual-break" mechanism. Cabinets have been made narrower and the position of the new cast metal handles makes closer banking possible. A new cover aids close banking and adds considerably to the ruggedness



of the box. Colt's Patent Fire Arms Mfg. Co., Hartford, Conn.—*Electrical Wholesaling,* July, 1935.

Porcelain Angle Socket

Designed to facilitate wiring in coves or other places of limited dimensions, where standard lamps must be installed, this angle porcelain socket has a shade holder groove for attaching scoop reflectors. It is known as No. 1126-B. The Wiremold Co., Hartford, Conn. — *Electrical Wholesaling,* July 1935.

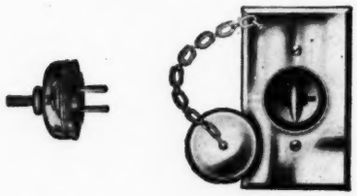


High Speed Grinder

With a speed of 25,000 r.p.m., this "DeLuxe Hand-ee" grinder has ample power to drive a variety of different accessories. The makers claim that it will do in minutes a host of jobs that would otherwise require hours and even days. The grinder is only six inches long over-all and 1⅜ inches in diameter. Weight has been reduced to 15 ounces. Housing is streamlined with no obstructions of any kind. Heat has been eliminated by a radically new type of fan mounting. Alluminated duraluminum is employed in the body of the tool, while moulded bakelite parts are used as bearing retainers and for end caps. It can be held as one would hold a pencil. Chicago Wheel & Mfg. Co., 1101 W. Monroe St., Chicago, Ill.—*Electrical Wholesaling,* July, 1935.

Outdoor Receptacle

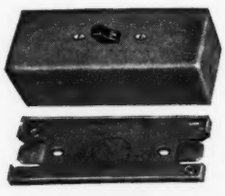
To eliminate the nuisance of temporary wiring brought out from indoors, this



outdoor receptacle with cap has been designed as a permanent weatherproof convenience outlet for plugging in outdoor lighting connections or appliances. It is sturdily designed to weather rain, snow, ice and dampness. The cadmium finished brass plate and cap prevents rust and corrosion. When not in use, a metal cap screws over the opening. A rubber mat, fitting under the plate, completes the weatherproofing. Bryant Electric Co., Bridgeport, Conn.—*Electrical Wholesaling,* July, 1935.

Lumiline Fittings

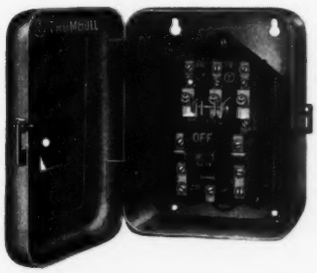
Designed for use in places where a fitting of narrow dimension is required, this



single pole switch has a rating of 10 amp., 125 volts, five amp., 250 volts. It is known as No. 5728 B. The Wiremold Co., Hartford, Conn.—*Electrical Wholesaling,* July, 1935.

Tumbler Motor Starter

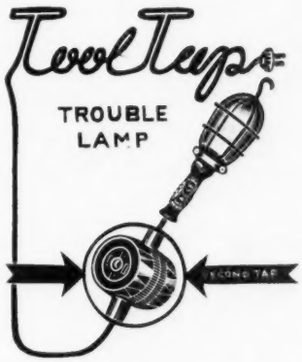
This front operated, seven and one-half h.p. manual motor starter is of the



"across-the-line" type. It has silver to silver contacts, providing thermostatic overload protection by interchangeable heater units. It is known as type "TM-7½." Trumbull Electric Mfg. Co., Plainville, Conn.—*Electrical Wholesaling*, July, 1935.

Tool Tap Trouble Lamp

With a double outlet on the cord right below the handle, this tool tap trouble lamp facilitates the connection of electric tools or other devices in the most convenient positions for the mechanic while



at work. It is equipped with a new heavy-duty, cadmium plated reflector guard. The arrangement makes a novel and useful combination. Eagle Electric Mfg. Co., 59 Hall St., Brooklyn, N. Y.—*Electrical Wholesaling*, July, 1935.

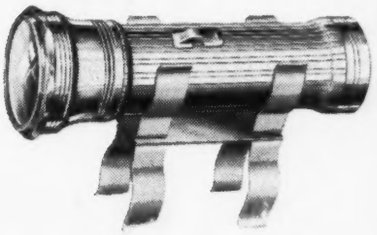
Chime Calls

Designed for use in place of bells or buzzers for residences, apartments or offices

this line of Faraday bar-chime calls is made in four general types; bar-chime calls; bar-chime calls in combination with bells and buzzers; tubular resonator chime calls, and tubular chime calls. Adapter plates are available for outlet box mounting, while numerous types include hollow, molded-edge mounting panels accommodating up to three units which are designed to cover rough or broken plaster, wire connections, etc. The mechanical parts and binding posts are enclosed in duco finished covers of several optional colors, while the back plates have a standard ivory duco finish. Stanley & Patterson, New York City.—*Electrical Wholesaling*, July 1935.

Auto Focusing Spotlight

Equipped with clamps so that it may be fastened securely to the steering



column of the car, this focusing spotlight is designed to end the need for fumbling through tool box or door pocket when a light is needed in an emergency. It is priced to sell at 75 cents retail, complete with batteries. Bond Electric Corp., 257 Cornelison Ave., Jersey City, N. J.—*Electrical Wholesaling*, July, 1935.

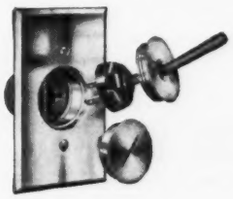
Aerial Eliminator

Combining four jobs in one unit, this Antennatrol serves as an aerial eliminator, an antenna tuner, an interfering station eliminator and a short wave booster. It is only five inches long by 1½ inches in diameter. It may be used to improve results from outdoor and indoor aerials or aerial eliminating devices that are already installed. It may be quickly and easily connected to the radio set by any layman.

Manufacturers claim that it will improve receiver performance to a surprising degree. Insuline Corp. of America, 23-25 Park Place, New York City.—*Electrical Wholesaling*, July, 1935.

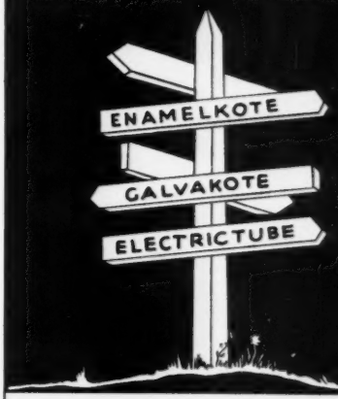
Floor Outlets

To enable lamps or appliances to be plugged in without running long cords from the wall, these outlets have been designed for the floor. Two threaded, solid brass covers are supplied. One completely closes the outlet when not in use. The other has a cord hole and bushing to shield the plug cap when connected. The receptacle is recessed so that the plug is sunk flush with the floor. Bryant Elec-



tric Co., Bridgeport, Conn.—*Electrical Wholesaling*, July, 1935.

A SIGN TO Greater PROFITS



ENAMELKOTE

You're looking for profits—The sign to conduit profits reads "ENAMELKOTE," "GALVAKOTE" and "ELECTRICTUBE" — Follow these signs and you'll take the shortest road to more conduit sales.

GALVAKOTE

This line of conduit has all the desirable qualities demanded by wide-awake contractors and wiremen — Easy bending — excellent, smooth and even finishes that stick to the conduit when bent—clean cut threads.

ELECTRICTUBE

Make no mistake—follow the direct road to greater conduit profits—We'll be glad to show you how ENAMELKOTE, GALVAKOTE and ELECTRICTUBE can build conduit sale profits.

Write us

CLAYTON MARK & CO.
OPERA BUILDING
CHICAGO, ILL.

ELECTRICAL WHOLESALING

SEPT. 1935

27th Annual Convention
National Electrical
Wholesalers Association
Drake Hotel, Chicago—Sept. 23-27, 1935

Plan for it now!

ANNUAL CONVENTION ISSUE

ELECTRICAL WHOLESALING

SEPT. 1935

An outstanding convention with a promised record attendance, is assured this year, because:

- It is the first and only NEWA meeting to be held this year.
- It is the first official meeting of NEWA since the collapse of NRA.
- It comes at a time when wholesalers are experiencing a substantial increase in business, and there is every indication that the improvement will continue during the coming year.

An unusual opportunity for manufacturers to present their stories at this opportune time is offered, because:

- The September issue of Electrical Wholesaling will be brim full of timely material that will tie in with the convention program and assure unusual reader interest.
- The issue will be in the readers' hands a few days before the convention and will carry the full convention program.
- Extra copies will be distributed at the convention, which will further focus the wholesalers' attention on this special number.

And so we say *plan for it now!*

$ SPECIAL CONVENTION RATES

For the September Convention Number of Electrical Wholesaling

1 page, 2 colors (orange and black).....$150.00

Double page spread, 2 colors (orange and black)...$275.00

ELECTRICAL WHOLESALING • 330 W. 42nd St., New York, N. Y.

Garr Made Vice-president Of Industrial Electric

Richard D. Garr has been elected to the post of vice-president and general manager of the Industrial Electric Supply Co., Muncie, Ind. Harold Slick has been named as office manager.

The company has also enlarged its sales staff by the addition of Earl M. Fording, who will handle business in Muncie and vicinity. James Rinker, employed in the stock and shipping department, completes the new arrivals.

•

Sager Associates Outing Is Well Attended

Contractor-dealer customers, manufacturer's representatives and friends of the organization gathered at Pemberton Inn, Hull, Mass., for the outing of Sager Associates on June 22. Employees and officials of Sager Electrical Supply Co., Salem, Mass., attended in full force.

•

Northeastern Radio To Market Horton Washers and Ironers

Northeastern Radio, Inc., has been appointed as distributor for Horton washers and ironers in the Hartford, Conn., territory. The firm maintains headquarters in Boston, but has a branch at 181 Ann St., Hartford. For the past 12 years they have been serving as distributors for Zenith radios in Massachusetts and Rhode Island.

✦ **Setting the Style** for the well-dressed visitor to southern climes, "Nate" Gertler, secretary-treasurer of the Gertler Electric Supply Co., New York City, takes time out on one of his periodic trips to Tahiti Beach, Florida, to give the cameraman a break.

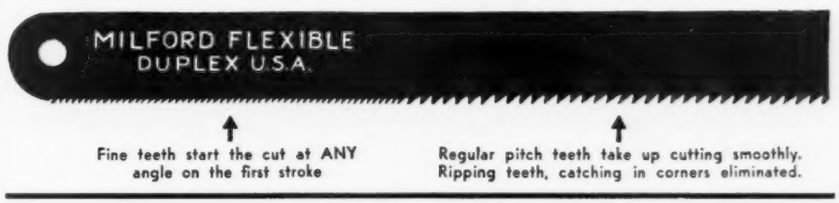
Sell them the blades that cut these materials best!

They are Milford Flexible Duplex blades—"Electricians Special"—easiest starting, fastest cutting for BX, conduit, wire mould, pipe, angles, etc. Long wear without breakage. Sell them with every order for supplies. Ask for sales promotion material.

The Electricians Special

Formerly Branded MilFlex

THE HENRY G. THOMPSON & SON CO.
NEW HAVEN, CONN., U. S. A.


MILFORD FLEXIBLE
DUPLEX U.S.A.
Fine teeth start the cut at ANY angle on the first stroke
Regular pitch teeth take up cutting smoothly. Ripping teeth, catching in corners eliminated.

Sectional view of No. 295 Nozzle showing brass armored attachment Plug.

FLOOR JUNCTION BOXES
Standard, and even special sizes can be so promptly shipped that the wholesaler need not keep a complete stock.

No. 330 LATROBE TOM THUMB UTILITY OUTLET
For use in wood installations, and other locations free from moisture or mechanical injury.

Showing the No. 295 Nozzle Mounted on Cover of No. 130 Adjustable Floor Box.

SATISFACTION *and* PROFIT
for the WHOLESALER

"Latrobe" FLOOR BOXES

FULLMAN MFG. CO.
LATROBE, PA.
MANUFACTURERS OF QUALITY FLOOR BOXES AND SPECIALTIES

Smart Salesmen Push KLEINS

The Klein trade-mark represents the maximum in quality in electrical tools. Lower prices, new packaging, are opening up bigger markets for Kleins. The old Klein standard of quality still remains the same. The Klein line is a profit line—a line with which every electrician and mechanic is familiar. Mention Kleins on every call you make. You will be surprised at the way the orders mount up.

The Standard Klein Plier used universally by linemen, electricians and mechanics. The rounded nose permits use in confined spaces. Made in 6, 7, 8 and 9 inch sizes.

The Klein Oblique Cutting Plier is particularly useful to electricians, telephone men, switchboard builders and radio repair men. The narrow head permits its use in confined spaces. Made in 5 and 6 inch sizes.

The Klein Long Nose Plier, particularly useful for switchboard, telegraph and telephone work, armature winding, radio repair, etc. Especially hardened and tempered to assure positive grip at the point of nose when pressure is applied. Point ⅛ inch round. Made with or without side cutters in 5 and 6 inch sizes.

The pliers shown are only three items from the complete line of Klein Pliers made for all purposes.

Distributed Thru Jobbers

Mathias KLEIN & Sons
Established 1857 — Chicago, Ill. U.S.A.

3200 Belmont Avenue, CHICAGO

Recent Trade Literature

CABLE ACCESSORIES—Publication No. GEA—1839, listing and describing all materials required for making cable joints. 80 page companion book to GEA—1731, entitled, "How to Make Cable Joints."—*General Electric Co.*, Schenectady, N. Y.

CABLE COMPOUNDS—A detailed description of rubber and rubber-like compounds for insulating and sheath applications. 12 pages.—*General Electric Co.*, Schenectady, N. Y.

CAPACITORS—"Improving Power-Factor For Profit," a 28-page illustrated booklet, describing Pyranol capacitors and their use in industry.—*General Electric Co.*, Schenectady, N. Y.

ELECTRIC EYE—A treatise entitled "The Electric Eye in Theory and Practice," outlining in 32 pages, its development and possibilities in industry. Illustrated with 30 diagrams.—*Hugh H. Eby, Inc.*, 2066 Hunting Park Ave., Philadelphia, Pa.

ELECTRIC KITCHENS—A 24-page book entitled "You'll Sing At Your Work," designed to help retail salesmen sell the complete electric kitchen idea. Profusely illustrated.—*Westinghouse Electric & Mfg. Co.*, East Pittsburgh, Pa.

LAMP GUARDS — New catalog, 12 pages, describing the Protex line of lamp guards, plugs, sockets and cord winders. *Daniel Woodhead Co.*, 15 North Jefferson Street, Chicago, Ill.

RADIO PARTS—A 92-page parts catalog with technical information for the radio serviceman and dealer. — *RCA Mfg. Co.*, Camden, New Jersey.

REFLECTORS—Bulletin 802 describing a complete line of industrial reflectors and floodlights.—*Appleton Electric Co.*, 1701-1729 Wellington Ave., Chicago, Ill.

RESISTANCE HAND BOOK—A 60-page bulletin containing tables and charts pertaining to the design and construction of electrical heating units.—*Wilbur B. Driver Co.*, Riverside Avenue, Newark, N. J.

TOOLS—22-page booklet illustrating and describing Whale and Viking tools. —*Forsberg Mfg. Co.*, Bridgeport, Conn.

WATER-HEATERS—An economic study showing the benefits afforded by off-peak control of water-heater loads and how to select the proper type of control. 20 pages.—*General Electric Co.*, Schenectady, N. Y.

WIRE AND CABLE—Publication No. 351 lists, describes and illustrates standard wire and cable for building and industrial use. Compiled for quick and easy reference, utilizing thumb index system. 70 pages.—*Anaconda Wire and Cable Co.*, 25 Broadway, New York City.

Simple and Effective

"ILSCO" SOLDERLESS LUG"

● **The ILSCO Solderless Lug not only provides an effective mechanical and electrical connection but is so simple in construction that anyone can apply it.**

Serrations assist in gripping wires—stranded wires are forced into a solid mesh. 100% salvage value—each lug takes care of various size wire—low cost.

Ilsco solder lugs show the size of the largest wire they will take.

Wholesalers should write for complete data and samples of all Ilsco Products.

ILSCO COPPER TUBE & PRODUCTS, Inc.
5629 Madison Road — Cincinnati, Ohio

Profitable Line

Insulated Wire

for Jobbers

Annunciator Office and Thermostat Wires
Fixture Wires
Flexible Cords
Antenna Lead-In Wire
Radio Hook-Up Wire

also

Asbestos Covered Resistance Wires

The Holyoke Company, Inc.
720 Main St., Holyoke, Mass.

SHERMAN GROUND CLAMPS

SL Type
(Illustrated)

The only clamp approved for use either with or without soldering.

Solder Type

The original type—can be used with or without soldering but approved for soldering only.

Send for Trade Bulletin No. 11

Sold Thru Jobbers — **All copper One Piece**

H. B. SHERMAN MFG. CO.
BATTLE CREEK, MICH.

✦ **Back Again.** Not the big man from the south, but John Collins of Des Moines, Iowa. An old timer in the wholesaling business, Mr. Collins sold out to Westinghouse Electric Supply Co., about five years ago. He remained with them until he decided to go back into business for himself again, consequently Collins & Co. opened its doors at 424 Court St. several months ago. Because of his long experience and large acquaintanceship, John expects to do a good job with supplies, motors and appliances.

Classified Ads

Rates: Fifty words or less, one insertion $2.00, additional words two cents each. Payment in advance is required for advertising in this column.

Positions Available

Manufacturer's Representatives calling on electrical wholesalers and manufacturers in New York, Chicago and other Midwest cities wanted by large manufacturer with established line of wire and cable accessories. A good connection for capable representatives. Address Box 72, *Electrical Wholesaling*, 330 W. 42nd St., New York City.

Wanted: Wholesaler salesman to cover territory in and around Harrisburg, Pa. Give complete information as to previous connections, lines handled, territory covered and types of customers called on. Address Box 73, *Electrical Wholesaling*, 330 W. 42nd St., New York City.

Lines Wanted

Surplus Stock Bought Up: We will purchase your slow-moving and surplus stocks of electrical supplies, wiring material, motors, lighting fixtures, conduulets, etc., in any quantity if the merchandise is desirable. Send us an itemized list and we will make you our cash offer. Address Box 71, *Electrical Wholesaling*, 330 W. 42nd St., New York City.

CRESCENT WIRE

easier to install and ! always on the job ◆

Dependable quality and consistent performance are the things you find in CRESCENT WIRE & CABLE — quality that brings more and bigger installations — performance that means economy and satisfaction to all.

RUBBER SHEATHED CORDS
SIGNAL CABLES
CONTROL CABLES
LEAD COVERED
VARNISHED CAMBRIC
PARKWAY CABLES
BUILDING WIRE
FLEXIBLE CORDS
WEATHERPROOF WIRE
MAGNET WIRE

and all kinds of Special Cables to meet A.S.T.M., A.R.A., all R.R., Government and Utility Companies specifications.

CRESCENT INSULATED WIRE & CABLE CO. INC
TRENTON, NEW JERSEY

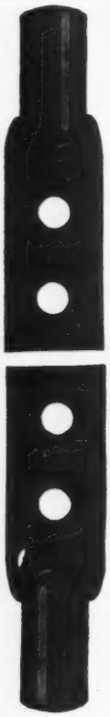
THE RIGHT ITEM AT THE RIGHT TIME

EAGLE

A FEW REPAIRS WILL RETURN DEALERS' FULL INVESTMENT.

Terminals and Blocks Alone Cover Cost of Kit.

EAGLE ELECTRIC MFG. CO., Inc., Brooklyn, N. Y.



The STANDARD of the Electrical Industry

Wolverine Lugs and Sleeves are made from the best electrolytic copper with every process of manufacture under Wolverine control. The square end design of lug gives greater contact area and better current carrying characteristics.

Stock Wolverine Products for ready acceptance throughout the industry.

WOLVERINE TUBE COMPANY
1141 Central Ave.
Detroit, Mich.

THE PERFECT SOLDERLESS LUG

IDEAL

"THREAD-ON"

A running mate to the popular IDEAL **solderless — tapeless** Wire Connector—millions in use. Easily and quickly applied—just thread on—that's all!

One piece — no special tools — perfect electrically and mechanically—favorably priced and fully approved by Underwriters and Factory Mutual Laboratories.

REAL SALES POSSIBILITIES
REPEAT BUSINESS
GOOD PROFIT !

SAMPLE UPON REQUEST

IDEAL COMMUTATOR DRESSER CO.
1047 Park Ave.
SYCAMORE, ILLINOIS

ADVERTISERS' INDEX

A

Arrow-Hart & Hegeman Electric Co., The 4

B

Boston Woven Hose and Rubber.... 31
Bryant Electric Co., The..... 35
BullDog Electric Products Co..... 23
Burndy Engineering Co., Inc..... 48
Bussmann Manufacturing Company Back Cover

C

Crescent Insulated Wire & Cable Co. 47

E

Eagle Electric Mfg. Co., Inc..... 47
Electric Soldering Iron Co., Inc..... 38

F

Fullman Mfg. Co..... 45

G

G. E. Vapor Lamp Co..... 39
Golde Manufacturing Company..... 48

H

Holyoke Company, Inc., The..... 46

I

Ideal Commutator Dresser Co..... 48
Ilsco Copper Tube & Products, Inc.. 46

J

Jefferson Electric Co. Inside Front Cover

K

Klein & Sons, Mathias..... 46

M

Mark, Clayton & Co..... 43

O

Okonite Co., The..... 48

P

Plymouth Rubber Company, Inc. Inside Back Cover

S

Sherman Mfg. Co., H. B..... 46
Square D Company..... 2
Steel and Tubes, Inc.....26, 27

T

Thompson & Son Co., Henry G., The 45

U

United States Rubber Co.....16, 17

W

Wiremold Co., The..... 36
Wolverine Tube Company 48

SALESMEN

refer to
"ELECTRICAL CONTRACTING"
for* PANTHER *and
DRAGON TAPE ADVERTISEMENTS

Your Dealers are Demanding the Profit Making Golde Ranibo

For A.C. Uses 250 w. or 400 w. type G-30 lamp — 6 color changes per minute — through Telechron Synchronous Motor. Substantial and attractive.

Be in a position to cash in on immediate sales to

taverns, night clubs, dance halls, show rooms, display windows, etc.

Send for attractive 4 color folder and jobber proposition.

Golde Manufacturing Company
2009 Le Moyne St., Chicago, Ill.

BURNDY
QIKTAP

Installed in a minute with only a wrench

BURNDY
ENGINEERING CO., INC.
305 EAST 45TH STREET, NEW YORK
Representatives in Principal Cities

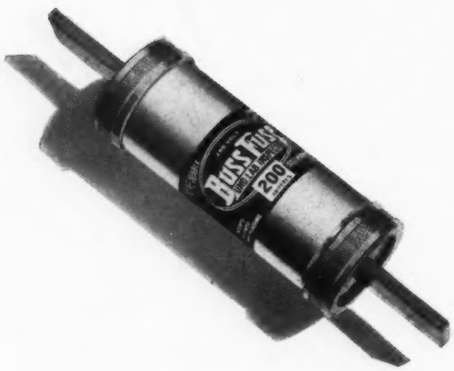
PLYMOUTH

dependable

Manufacturers Since 1896

PLYMOUTH RUBBER COMPANY, Inc.
CANTON, » » MASSACHUSETTS

DON'T "CUSS" WHEN YOU LOSE A SALE —START THINKING



TO SELL BUSS FUSES

It is necessary to make your prospect realize that properly designed fuses, correctly used do not blow NEEDLESSLY, they blow only when something is wrong—then they blow to protect.

Needless blows are generally caused by fuses that have too short a time-lag or because the heat from poor contact weakens or destroys the fuse.

To prevent fuses blowing needlessly on harmless overloads BUSS developed the Super-Lag principle. This prevents BUSS fuses from blowing on most of the temporary or harmless overloads that cause ordinary fuses to pop out.

To prevent fuses blowing from the effects of poor contact BUSS developed a scientifically designed fuse case which practically eliminates poor contact resulting from either careless renewal or the effect of long continued service.

The result of BUSS developments is that BUSS Super-Lag fuses give better protection and they save time and money by eliminating needless interruptions of electrical service.

Human nature is a funny thing; some fellows will sit up half the night holding a post mortem over a bridge hand. They'll analyze every play that was made and figure out whether it was the right one or not.

Next day the same fellows will go right along losing sales and yet never stop for a minute to analyze where they made a mistake in handling the sale.

Maybe they are seeing the wrong man—or they are overlooking some assistant who has a big voice when it comes to saying "No." Maybe they are trying to sell a product that doesn't fit the buyer's needs—or possibly the product is O.K. but they didn't properly present its points of merits. There are so many things, big and little, that can cause a sale to be lost.

Next time you lose a sale, why not hold a little post mortem all by yourself. Figure out just where you are weak, where you are strong, what you did that was wrong and what you did that was right. Then, when a similar situation arises, maybe you will be able to walk right out with an order instead of a "sale lost" report.

When it comes to picking out the right product to sell, don't overlook BUSS SUPER-LAG Fuses—and if you want to learn more about their points of merits, talk to the BUSS sales representative in your territory. He's waiting to help you in every way he can.

THE BUSSMANN MANUFACTURING COMPANY, 2536 W. University St., St. Louis, Mo. FUSE
A Division of the McGraw Electric Company

BUSS SUPER-LAG